ASDAN is an education charity and awarding organisation providing courses, accredited curriculum programmes and regulated qualifications to engage, elevate and empower young people aged 11 to 25 years in greatest need.

We are looking to appoint a team member to join us as **Marketing Officer** to support the Marketing and Communications Manager with operational marketing and communications plans and to deliver quality tactical projects and campaigns, utilising best practice in the discipline.

This is an exciting vacancy for a motivated and organised individual with excellent communication skills, who wants to work for a charity with ambitious plans for the future with strong ethical vision and values.

At this time, the majority of our staff are working within a hybrid approach, working partly from home and partly from our office in St George, Bristol. Applicants should be clear there will be an expectation of working in both these environments and that the formal base for this role will be the Bristol office.

**CONDITIONS OF SERVICE**

**Contract:** Permanent

**Salary:** £26,137 - Band 3, pt 23

**Hours of work**: 37.5 hours per week; Monday to Friday

**Pension:** Scottish Widows. Post holder has option of two levels: level 1 employee 3%/ employer 6% or employee 6%/ employer 9%

**Leave entitlement:** starting at 24 days, rising an additional day per year to max 32 days, in addition to statutory bank holidays

**Location:**  St George, Bristol

HOW TO APPLY

To apply for this position please visit the vacancies section of the ASDAN website [www.asdan.org.uk/vacancies](http://www.asdan.org.uk/vacancies) where you will find the job description and application form. Please email the completed application form to personnel@asdan.org.uk. Only applications using the application form will be considered. Within your application, please outline relevant skills and experience, referring to the person specification as appropriate, and provide a clear outline of why you feel you would be a suitable applicant for the position.

Key dates: closing noon 23 May, shortlisting pm 23 May, interview 26 May

For further information about ASDAN please visit our website [www.asdan.org.uk](http://www.asdan.org.uk).

**ROLE DESCRIPTION**

**Accountable to:** Marketing and Communications Manager

**Responsible for:** N/A

**Liaison with:** All

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**Job purpose**

To support the Marketing and Communications Manager to implement the integrated marketing and communications strategy and deliver annual marketing plans, promoting and generating leads for ASDAN’s courses, and effectively communicating information to members.

**Responsibilities**

1. **Operationalise marketing and communications campaigns and activity across digital and print platforms**
2. **Create and maintain impactful marketing and communications materials for key products and services in collaboration with the Design and Development team and colleagues in the Marketing and Communications team**
3. **Maintain and regularly review content on the ASDAN website and social media channels**
4. **Develop timely and effective communications for members and other key audiences**

**Key duties**

1. **Operationalise marketing and communications campaigns and activity across digital and print platforms**
2. Build and disseminate marketing emails to target audiences, using key messages and insight from research to develop email content, and ensure calls to action are coherent and persuasive
3. Ensure content on the website is accurate and optimised to support the customer journey
4. Work with the communication assistants to create social media content and online advertising aligned to the key messages within the marketing campaign, ensuring they are deployed effectively to compliment the campaign
5. Support the Marketing and Communications Manager with the production of paid for advertising content for digital or print publications
6. Ensure leads are captured on the CRM and communicated to appropriate colleagues to follow up
7. Support the Marketing and Communications Manager to evaluate the impact of campaigns by collating data from the website, social media channels and paid for advertising as appropriate and required
8. **Create and maintain impactful marketing and communications materials for key products and services in collaboration with the Design and Development team and colleagues in the Marketing and Communications team**
9. Review existing materials, including flyers, leaflets, banners and other promotional items, against key messages for the organisation and courses, and research on target audiences
10. Write new content as appropriate to populate promotional material
11. Ensure materials are maintained in a central location, communicated and accessible to all colleagues engaging with stakeholders, supporting them to select appropriate material for the audience and activity
12. Support the Marketing and Communications Manager in the creation of film, podcasts, case studies and photography
13. Work with colleagues and members to identify additional materials that will help market and communicate ASDAN’s courses effectively

1. **Maintain and regularly review content on the ASDAN website and social media channels**
2. Edit website content with new information as requested using ASDAN’s content management system (CMS)
3. Create a schedule to regularly review website content, including copy, imagery, forms and links, to ensure it is accurate and functioning as intended
4. Work with the IT team to report any bugs or development requirements for the website aligned to the strategy and or operational plans
5. Work with colleagues in the Marketing and Communications team to develop and maintain a schedule for posting on ASDAN’s social media accounts which contributes to the achievement of priorities and objectives
6. Report on website and social media engagement metrics to the Marketing and Communications Manager on an agreed frequency
7. **Develop timely and effective communications for members and other key audiences**
8. Work with colleagues across the organisation to maintain a calendar of key information to be communicated to members and other priority audiences
9. Process ad hoc requests for communications from colleagues efficiently and effectively
10. Write, proofread and edit communications and advise colleagues on the most appropriate channel for the communication to effectively reach the target audience
11. Lead on the production and dissemination of the ASDAN eNewsletter
12. Produce news stories and press releases, and support the Marketing and Communications Manager to build relationships with sector press and publications
13. Monitor and evaluate the impact of communications, reporting performance back to the Marketing and Communications Manager in a timely manner
14. **In common with all staff**
15. To support the charitable purposes of ASDAN
16. To actively work to secure the sustainability and growth of ASDAN
17. To manage ASDAN’s resources effectively and efficiently
18. To provide the highest standards of customer service to customers of ASDAN.
19. To support collectively leadership, development and relationship building across ASDAN, and with relevant markets and stakeholders.
20. To participate in ASDAN’s annual review process and undertake appropriate training and development, ensuring up to date knowledge and practice is applied and maintained for the efficient and effective performance of the post, supporting ASDAN’s strategic objectives.
21. To effectively promote the safety and well-being of children, young people and all vulnerable individuals, in line with ASDAN’s safeguarding policy.
22. To uphold and promote ASDAN’s Equality policy and practices, respect the unique contribution of every individual and to work positively in an environment that promotes equality and diversity.
23. To ensure awareness of and compliance with all health and safety requirements in accordance with the provision of health and safety legislation.
24. To keep up to date, so far as is necessary, for the efficient execution of the role, with new legislation, procedures and methods.
25. To comply with the requirements of GDPR (General Data Protection Regulation) and follow good practice with regards to the security and confidentiality of information
26. To present an appropriate professional image of ASDAN.

It should be understood that this job description may change as ASDAN develops, following discussion and agreement with the post holder. The post holder will be expected to adopt a flexible approach to ensure the efficient and effective running of ASDAN. The post holder will have full opportunity to discuss and be active in changes or developments.

**Person Specification**

**Qualifications**

* Educated to degree level or equivalent vocational qualification in a relevant topic (E)
* CIM qualification in marketing (D)

**Experience Essential (E) / Desirable (D)**

|  |  |  |
| --- | --- | --- |
|  |  | **Demonstrated** |
| Experience of delivering effective marketing campaigns | E | Application/ Interview |
| Experience of using email marketing tools | E | Application/ Interview |
| Experience of using a content management system for website updates | E | Application |
| Experience of copy writing for different audiences across different platforms | E | Application/ Interview/ Task |
| Experience of developing marketing collateral for target audiences | E | Application/ Interview |
| Experience of working with media outlets  | D | Application |

**Skills, knowledge and expertise: Essential (E) / Desirable (D)**

|  |  |  |
| --- | --- | --- |
|  |  | **Demonstrated** |
| Excellent written and verbal communication skills in English, of a standard which will enable the candidate to apply best practice communications with colleagues, contacts and customers in a business environment | E | Application/ Interview/Task |
| High attention to detail and ability to work to a high degree of accuracy | E | Application/ Interview/Task |
| Ability to communicate effectively with people of all levels and as part of a team | E | Application/ Interview |
| Skilled in planning and executing competing workloads to deadlines | E | Application/ Interview |
| Skilled in analysing complex data and producing written reports on findings | E |  |
| Knowledge of Umbraco CMS, eNewsletter software, and Zoho CRM  | D  | Application/ Interview |
| Knowledge of major social media channels including Facebook, Twitter, LinkedIn and Instagram | D | Application/ Interview |
| Knowledge of marketing best practice | E | Interview |
| Knowledge of the UK education sector | D | Application |

**Personal qualities**

* Highly professional standards of behaviour at all times
* Highly motivated and proactive
* A collaborative team player
* Calm under pressure and in changing circumstances
* Flexible, friendly and helpful
* Able to work positively and creatively