ASDAN is a successful national education charity and awarding organisation whose qualifications, programmes and curriculum resources are used by schools, colleges and other education providers in the UK and internationally.

We are looking to appoint a team member to join us, as part of a job share of the Marketing and Communications Assistant role.

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. We are seeking someone to support internal and external communications and marketing at ASDAN, and ensure that communications are of a consistently high standard, in line with ASDAN’s vision, values and brand messages. This is an excellent opportunity for someone to further their career working for a successful organisation with strong ethical vision and values.

This is a part time role over 19 hours per week. At this time, the majority of our staff are working from home or similar, and candidates should be able to work remotely in a suitable environment; however, in the coming months we plan to adopt a hybrid approach, working partly from home and partly from our office in St George, Bristol.

**CONDITIONS OF SERVICE**

**Contract:** Permanent

**Salary:** £20,200 (£10,100 pro rata)

**Hours of work**: 19 hours a week (days and hours to be confirmed in liaison with successful candidate)

**Pension:** Scottish Widows, post holder has option of two levels: employee 3% and employer 6%, or employee 6% and employer 9%

**Leave entitlement:** starting at 12 days, rising an additional day per year to max 16 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](mailto: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.

Closing Date: Tuesday 28 September. Interviews will be held via Teams or equivalent following shortlisting.

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

**ROLE DESCRIPTION**

Holder: TBC

Accountable to: Digital Marketing Officer

Responsible for: n/a

Liaison with: Marketing and Communications Team

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**JOB PURPOSE**

To support internal and external communications and marketing at ASDAN and ensure that communications are of a consistently high standard, in line with ASDAN’s vision, values and brand messages.

**RESPONSIBILITIES**

1. Support the Digital Marketing Officer in producing content for ASDAN’s social media channels.
2. Support the Marketing and Communications Manager in producing content for ASDAN’s communications and marketing activity including case studies, profiles on learners, email campaigns, blogs, news stories, flyers and adverts.
3. Manage promotional materials for workshops, events and conferences.
4. Provide a range of marketing and communications support and guidance for teams across ASDAN

**KEY DUTIES**

1. **Support Digital Marketing Officer in producing content for ASDAN’s social media channels**
2. Produce engaging content for ASDAN’s social media channels to deliver effective social media campaigns.
3. Use analytics tools to provide data on the success of social media campaigns.
4. Use scheduling tools to plan social posts in advance, as part of campaigns and around specific events.
5. Monitor social media posts from ASDAN centres and other stakeholders, engaging with them as appropriate and reporting any instances of misrepresentation.
6. Keep up-to-date with social media techniques and strategies, seeking opportunities to develop own skills and knowledge.
7. **Support the Marketing and Communications Manager in producing content for ASDAN’s communications and marketing**
8. Use SEO techniques, Analytics and Google Ads to support communications and marketing activities.
9. Support the management of content across the ASDAN website, updating web pages and documents as required.
10. Support the creation of email campaigns through the CRM, sending and monitoring email campaigns as required, ensuring messaging is aligned with ASDAN brand guidelines.
11. **Manage promotional materials for workshops, events and conferences**
12. Work with the Development and Design team to manage the workshop promotional material content.
13. Support the Digital Marketing Officer with organising materials for promotional events.
14. Support the Digital Marketing Officer with purchasing branded merchandise for promotional events.
15. **Provide a range of marketing and communications support and guidance for teams across ASDAN**
16. Monitor and report on media mentions
17. Provide marketing and communications support to ASDAN staff
18. Proofread a range of ASDAN materials and resources.

**5. In common with all staff**

1. To support the charitable purposes of ASDAN.
2. To actively work to secure the sustainability and growth of ASDAN.
3. To manage ASDAN’s resources effectively and efficiently.
4. To provide the highest standards of customer service to customers of ASDAN.
5. To support collective leadership, development and relationship building across ASDAN, and with relevant markets and stakeholders.
6. 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.
7. To effectively promote the safety and wellbeing of children, young people and all vulnerable individuals, in line with ASDAN’s safeguarding policy.
8. To uphold and promote ASDAN’s Equality and Diversity policy and practices, respect the unique contribution of every individual and work positively in an environment that promotes equality and diversity.
9. To ensure awareness of and compliance with all health and safety requirements in accordance with the provision of health and safety legislation.
10. To keep up to date, so far as is necessary, for the efficient execution of the role, with new legislation, procedures and methods.
11. To comply with the requirements of GDPR (General Data Protection Regulation) and follow good practice with regards to the security and confidentiality of information.
12. 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**

**Experience and evidence of:** (E = essential, D = desirable)

|  |  |
| --- | --- |
| Producing a wide range of effective communications and marketing content for multiple platforms and audiences | **E** |
| Proven copywriting experience and ability to tell stories that generate brand engagement | **E** |
| Social media content creation, monitoring and analysis | **E** |
| Using a CMS as part of web content updating and management | **D** |
| Experience of using marketing and communications tools eg social media analytics | **D** |

**Skills, knowledge and expertise:** (E = essential, D = desirable)

|  |  |
| --- | --- |
| 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** |
| Ability to manage own work and show initiative | **E** |
| Achieve high level of accuracy in copywriting, proofreading and proven ability to follow brand guidelines | **E** |
| Ability to pay attention to detail | **E** |
| Knowledge of planning and monitoring social media activity | **E** |
| To be available to serve our customers during our business hours and to provide colleague absence cover as needed. | **E** |
| Ability to use CRM to understand customer behaviour and segment audiences for promotional campaigns | **D** |

**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