

JOB DESCRIPTION – COMMUNICATIONS ASSISTANT

Location:	Leicester
Team:	Policy and Communications
Salary:	£20,000 to £25,000 per annum, depending on experience

MAIN PURPOSE

This is a key role in providing all aspects of marketing and communications support to a busy team. You will work directly with the Marketing & Communications Manager in developing ways to engage our various audiences to maximise the reach and impact of our work.

Your role will be to help the small communications team ensure all communications output are of a high quality and plan and deliver powerful and engaging marketing, communications using a variety of tools and channels.

This is a diverse role with the opportunity to get involved in a wide range of projects, including our flagship campaign, Festival of Learning, however strong digital marketing and copywriting skills are essential.

DUTIES AND RESPONSIBILITIES

- Produce regular, high quality content, written and designed, for our social media and other digital communications
- Ensure new and high-quality content is regularly added to our main websites, such as news stories, blogs, resources and other publications, and that content is up to date and relevant
- Coordinate the production of our regular and ad-hoc external email communications, including collating and drafting content, gaining sign-off and creating designed version using Microsoft Click Dimensions and Microsoft Dynamics
- Coordinate the production of marketing collateral for campaigns and events, such as banners, brochures, external emails and where necessary draft design briefs and manage content, design, print and timelines
- Support the production of regular analytics reports on the reach and impact of all marketing communications, including social media, website, e-comms and press
- Write and draft news stories and press releases and provide support for press and other external enquiries

- Provide branding, marketing and communications good practice advice and guidance to colleagues, bringing fresh insight and new ideas for how we can adapt our communications strategy to improve our effectiveness
- Liaising and managing supplier relationships to produce video content for use across several platforms, including live events, website and social media
- Provide administrative support for external campaign partner meetings, including sourcing venues, booking facilities, sending invites and papers, and maintaining records of attendance
- Provide general campaigns and communications support, including responding to telephone and email enquiries, contacting stakeholders by telephone and email and other administrative tasks

PERSON SPECIFICATION

	Essential/ Desirable
CIM, CIPR or IDM qualification (or degree in marketing, communications or a related field)	D
Evidence of continuing professional development appropriate to the scope of the post.	E
Skills	
Proven experience as a communications or marketing assistant/executive working in a small busy team.	E
Proficient in MS Office, social media platforms such as Facebook, Twitter, LinkedIn and Instagram, and management tool Hootsuite	E
Basic design skills and familiar with design software (e.g. Photoshop, InDesign)	D
Proficient in the use of Microsoft Dynamics CRM and Click Dimensions, WordPress or similar software	E
Proficient in the use of web and social media analytics tools, such as Google Analytics, Twitter Analytics and Facebook Insights	D
Excellent communication (oral and written), good copywriting and strong attention to detail	E
Press, PR and media relations	D
SEO, PPC and social media advertising	D
Organisational and administrative skills	E
Work independently and exercise creativity and innovation	E
Knowledge	
Knowledge of current policy and practice in learning, skills, and employment, and associated areas of public policy	D
Knowledge of, and commitment to, Learning and Work Institute's charitable aims and purpose	E
Knowledge of and interest in new and upcoming changes to digital marketing and communication trends and strategies	D
A clear understanding of developing content for a variety of audiences, purposes and media and the relationships, partnerships and systems required to deliver impact and influence	D

Experience	
A creative flair for varied and engaging content building, with the ability to relate to a wide variety of B2B and B2C audiences	E
A positive 'can-do' attitude to enable you to develop and maintain effective relationships with individuals at all levels	E
Proven ability to work under pressure, prioritise workloads, negotiate and meet deadlines	E

Learning and Work Institute works in both England and Wales. Our work in Wales is led by a Cardiff based team, but all staff are required to follow the guidance set out in our Welsh language scheme when working in Wales.

Reviewed: November 2017

