**Job Description**

**Post Title: Assistant Marketing Officer**

**Role Profile** MUL134

**Service/Team** Skills and Learning Adult Community Learning

**Reports to** Marketing Officer

**Responsible for**

**Number of posts** 1

**Post number**

**Career Grade** \_

**My job improves the quality of life for the people of Bournemouth, Christchurch, Dorset and Poole by supporting the promotion of Skills & Learning course opportunities to increase the skills and independence of local people, communities and businesses.**

**Job Overview**

* To provide business administrative support to Skills and Learning that will increase learner recruitment and community engagement
* To support the development of excellent communications with existing and potential learning communities, staff teams for the achievement of Outstanding learning provision and Business Plan targets and outcomes
* To support marketing, publicity and public relations activity with the purpose of engaging the target audience and promoting the benefits of learning

**Key Responsibilities**

* To support the service with the overall communications, marketing and publicity strategy,

assisting with the effective delivery of promotions, campaigns and events, from inception to completion.

* Under direction, support the development and currency of the Skills and Learning website and social media platforms by developing and updating content and using social media analytics to provide activity reports to managers.
* Maintain good relations with internal and external clients and partner organisations

by attending relevant meetings and supporting opportunities for collaboration.

* Assist in the development, design and delivery of effective email marketing campaigns
* Support the preparation of information, where directed, for public information, enquiries and similar purposes and assist with public consultation in accordance with service policy and strategy.
* Under direction, improve the quality and efficiency of the business by maintaining accurate records, preparing service documentation, systems and processes, including monitoring output where needed.
* Contribute to the development, co-ordination and communication of administrative process/initiatives to support to wider service.
* Ensuring data quality and the integrity of management information through the proper use and safekeeping of data and record systems both manual and computerised.
* To undertake such other duties as may be required from time to time commensurate with the level of the post.
* To comply with all decisions, policies and standing orders of the Council and any relevant statutory requirements, including the Equality Act, the Health and Safety at Work Act and Data Protection Act.

**Specific Qualifications and Experience**

* Digital marketing / general marketing diploma at a minimum of level 3
* GCSE passes at Grade 4/C or above in English and Grade 4/C Maths or equivalent qualification in literacy and numeracy
* An IT qualification at minimum level 2
* Experience in using social media platforms and developing an online presence
* Knowledge of the use of IT applications, including websites and publishing software
* Experience of working with video and editing software (Desirable)

**Personal Qualities & Attributes**

* Good interpersonal and communication skills; verbal and written
* Good attention to detail and able to multi-task and work to deadlines
* Able to work in a responsible and confidential manner
* Good telephone manner, able to take messages and instructions
* Ability to communicate well, both verbally and in writing
* A commitment to providing excellence in communications
* A commitment to attending and successfully completing relevant training
* Reliable, flexible, punctual
* Smart appearance and professional attitude
* Ability to work well as part of a team

**Job Requirements**

* Must be able to travel, using public or other forms of transport where they are viable, or by holding a valid UK driving licence with access to own or pool car
* Flexible approach to working

**CONTEXT STATEMENT to accompany Job Description & Person Specification**

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| **Job title:** | Assistant Marketing Officer |
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| **Service:** | Skills and Learning Adult Community Education |
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| **Location:** | Designate Learning Centre (Dorset) |
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| **Reports to (designation):** | Marketing Officer |
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| **Organisation structure** |
| The Assistant Marketing Officer (AMO) will support the activities of the Learner Experience Team of the service. The team deliver the end to end learner admissions and support provision including the marketing, publicity and communications functions of the service to meet local and national priorities and achieve the service’s funding targets.  The AMO role will provide administrative business and communications support for the service under the direction of the team. |
| **Service Information** |
| *The service\** is the joint adult learning service for Bournemouth, Christchurch and Poole Council and Dorset Council. It is one of the largest providers of part-time learning opportunities in Dorset, offering a wide range of vocational and non-vocational subjects across a broad curriculum to individuals and groups aged 16 and over, and to businesses.  The learning offer is responsive to local and national priorities, offering the post-16 population opportunities to up skill, gain qualifications and participate in learning activities to maintain health and well-being. Learning opportunities are primarily delivered in six learning centres in Dorset (Boscombe, Blandford, Christchurch, Dorchester, Poole, Weymouth) and in a range of other external venues including schools, community centres and in the work place.  The service contributes to each council’s agendas for improving the life chances for children and young people, helping vulnerable adults to maintain independent living, improving health and well-being, community safety, cohesion and strengthening Dorset’s economy. The Service works with a range of internal and external partner organisations to widen participation in learning. |
| **Context of the work** |
| The purpose of the role is to provide the Learner Experience Team with business administrative support activities that will increase learner recruitment and community engagement.  The AMO will support service communications with the existing and potential learning community.  Under the direction of the Marketing Officer the Assistant Marketing Officer will support marketing, publicity and public relations activity to enhance the engagement the target audience and promote the benefits of learning.  The role will support service teams generally with communications for the achievement of Outstanding learning provision and Business Plan targets and outcomes. |
| **Supervision and management** |
| No supervisory responsibility other than assisting in work familiarisation of peers and new recruits.  Staff dispersal across other learning centres |
| **Contact and relationships** |
| Provision of sound advice to customers based on a knowledge of how the service should be delivered.  Contacts are wide ranging and the role holder will be required to respond to a range of queries and issues, within the remit of the post, where the response is not always straight forward. |
| **Decisions and consequences** |
| Decisions are made within policy, procedures, and working standards.  Work is carried out within clearly defined rules and procedures involving decisions chosen from a range of established alternatives.  Decisions have a material affect on the internal operations of the posts own or other departments or on the individual or on the provision of the service to the public. |
| **Resources** |
| Responsibility for use and safekeeping of furniture, fixtures, fitting and small equipment. |
| **Work demands** |
| Work is subject to deadlines involving changing problems, circumstances or demand and the role holder will be required to manage tasks in accordance with this.  Plan own workflow under the supervision and direction of the Marketing Officer and Learner Experience Manager.  Good organisational skills and attention to detail are essential. |
| **Other information** |
| The post is based in the one of the Learning Centres in Dorset. Post holders may be required to taking responsibility for unlocking and locking premises.  Some travelling between Service sites will be required.  Where the post has part-time hours, the deployment of hours can be negotiated but the agreed hours must suit service need and may include some Saturday and evening work. Post holders are required to have a flexible work pattern to ensure that Service needs at peak times are met and to enable day-to-day communication with learners, contacts, partners and other stakeholders. |

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| **Context Statement prepared by:** | | Lesley Spain | | |
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| **Designation:** | Principal Learning Manager | | **Date:** | November 2024 |
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