



Northumberland Church of England Academy Trust

JOB DESCRIPTION

JOB TITLE: Marketing Assistant

SCHOOL: NCEAT

SALARY: Band 4

RESPONSIBLE TO: Marketing & Communications Co-ordinator

Northumberland Church of England Academy Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

The Trust will provide an environment in which the personal attributes, strengths and academic excellence of staff will enable the creation of opportunities for all to develop their potential to the full; creating confident, independent, versatile and successful adults, equipped with the skills and values to meet the challenges of a changing society and to provide the best possible educational foundation for life.

It is essential that the post holder actively supports the vision and ethos of the Northumberland Church of England Academy.

PURPOSE OF JOB:

The Marketing Assistant will work alongside the Marketing and Communications Coordinator to ensure that the positive work undertaken by the Trust and its schools is publicised to the maximum exposure, and in ensuring consistency and clarity of messaging to parents, staff and the wider community.

You are responsible for maintaining the Trust's digital platforms, including websites and social media channels, creating written and graphic-based content where required and ensuring that all messaging is consistent with the Trust brand.

MAIN RESPONSIBILITIES:

- Support with the delivery of the Trust marketing, communications strategy.
- Be a guardian of the Trust brand ensuring a consistent look and feel to Trust branded documents, assets, websites and social media channels.
- Support the Marketing and Communications Coordinator with media relations, including sourcing opportunities for positive media coverage, creating press releases, liaising with journalists and monitoring media coverage.
- Support with managing the Trusts day-to-day online assets (websites and social media channels) and ensuring that we remain compliant to DfE, Ofsted and SIAMs requirements for a multi-academy trust.

- Develop constructive and cooperative working relationships with others, and maintain them over time.

Specific Duties

- Support with the editing, updating and development of all Trust and school websites.
- Ensure that each website complies with the Trust brand guidelines and DfE/Ofsted/SIAMs requirements.
- Provide support for all media relations activities across the Trust.
- Undertake some basic graphic design tasks including the creation of social media assets.
- Support with managing the Trust's social media channels (X, Facebook, Instagram, YouTube & LinkedIn).
- Support with the creation of the Trust's LIGHThouse newsletters, including sourcing stories and writing short articles.
- Help with the creation of video content as required.
- Look after the creation and maintenance of a central brand library for logos, templates and images.
- Undertake any other related or special tasks applicable to the post as required by the Marketing and Communications Coordinator.

SKILLS AND QUALIFICATIONS

- Experience working within Digital Marketing or relevant qualification.
- Strong English language skills both written and verbal.
- Experience in using social media for marketing purposes.
- Knowledge of digital marketing and an interest in keeping up to date with the latest trends.

Personal Qualities:

- Organisational skills and workflow management skills.
- Determined and resilient.
- Self-motivated, a team player and driven.
- Enjoys having the freedom to create.
- Prefers working across multiple projects.

Advantageous:

- Experience using Google Ads.
- Experience with Canva
- Experience of basic WordPress/Website management.
- Enjoys having a diverse range of tasks and subject material to work with.
- Willing to get involved and create fun content where required.

The person undertaking this role is expected to work within the policies, ethos and aims of the school and to carry out such other duties as may reasonably be assigned. The duties of this post may vary from time to time without changing the general character of the post or level of responsibility entailed. You may be required to carry out additional duties commensurate with the level of the role.



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Person Specification: Marketing Assistant	Essential	Desirable
Experience: <ul style="list-style-type: none"> ● Evidence of required skills and competencies (eg portfolio of written work produced at University/college) ● Previous experience in a marketing role 	?	?
Skills & Competencies: <ul style="list-style-type: none"> ● Excellent communication, presentation and writing skills ● Drive, competence, flexibility and a willingness to learn ● Excellent organisational and time management skills with the ability to multi-task ● Ability to cope with demanding deadlines ● Creativity, imagination and the ability to use initiative ● Good teamwork, analytical and problem-solving skills ● Ability to relate well to children and adults ● Basic graphic design skills ● Video production skills ● Business awareness and a good knowledge of current affairs 	? ? ? ? ? ?	? ? ? ?
Knowledge & Qualifications <ul style="list-style-type: none"> ● Working knowledge of Microsoft Office applications ● Working knowledge of social media management ● Working knowledge of website content management systems eg Wordpress ● Knowledge of education sector and an understanding of MultiAcademy Trusts ● A Level or equivalent in a relevant subject eg English Language/Literature, IT, Communications ● Excellent literacy/ IT skills ● Degree/HND subjects in relevant subject areas e.g. communication / media studies; business/marketing 	? ? ? ?	? ? ? ? ?
Physical, mental and emotional demands: <ul style="list-style-type: none"> ☐ Commitment to helping provide a high quality service to children and families 	?	

Other: <ul style="list-style-type: none">• Willingness to participate in training and development• Ability to attend meetings/events outside normal hours	?	?
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