

Job title: Digital Marketing Assistant

Job ref: HFL307

Hours: 37 hours per week

Salary band: Band 3 - £19,000 p.a

Contract: Permanent

Reports to: Content Marketing Manager

Team: Marketing and Events

Location: Head Office – Stevenage

Our company

Herts for Learning Ltd (HfL) is the UK's largest schools company. Developed from Hertfordshire Local Authority's education services, the company is now owned and accountable directly to schools, which hold 80% of the shares, and with Hertfordshire County Council (HCC) owning 20% of the shares.

HfL provides trusted, inspirational and collaborative teaching, learning, leadership and business support to schools and education settings in Hertfordshire and beyond. With our not-for-profit ethos at the heart of what we do, we are dedicated to raising standards and improving teaching and learning, we work closely with schools to ensure that our products and services meet their continually changing needs.

Job context

The Digital Marketing Assistant will work as part of the Marketing team within the Herts for Learning (HfL) Marketing and Events department. This is an opportunity for someone to learn and develop digital and social media skills and gain experience in a busy marketing and communications environment. Support and guidance will be available, especially when undertaking new tasks, however the post holder will be expected to work independently once they have an understanding of the task.

Purpose of the job

To support the core marketing, communications and social media strategy of the company using digital and content marketing.

Main areas of responsibility

- Re-purpose, create, edit and optimise copy as appropriate for use on HfL's digital and social media platforms

- Day to day management of the HfL corporate social media accounts (Facebook, Twitter, and LinkedIn etc.)
- Drive social media engagement with our brand and increase the number of followers/likes etc
- Work with the Content Marketing Manager to create and schedule social media posts using Sprout Social (or similar)
- Ensure all social media posts and imagery adhere to HfL's brand and social media guidelines including tone of voice
- Provide support and guidance to HfL teams on managing and developing their social media channels, including blogs
- Explore and evaluate new and emerging social media channels for use by HfL and keep HfL staff abreast of these
- Provide social media support for HfL's conferences and key events
- Monitor and analyse user engagement through digital analytics and use to improve our social media strategy and ROI (Return on Investment)
- Create and employ images, banners and other digital media to support digital and content marketing activities
- Collaborate closely with the Content Marketing Manager to support the delivery of digital marketing campaigns using Mailchimp and Campus
- Identify and exploit all opportunities to build the Mailchimp / bulk mailing lists across all social media and digital channels
- Adhere to all company policies and with particular diligence with regards to Privacy, Data Protection, personal data and consent e.g. photographs
- Provide photographic and video support for selected events and projects including filming, editing and publishing as required by the Content Marketing Manager.

The duties and responsibilities listed above describe the post as it is at present. The post holder is expected to accept any reasonable alterations that may from time to time become necessary.

Equal Opportunities

HfL is committed to the aim of ensuring that everyone who applies to work for us receives fair treatment and we positively encourage applications from suitably qualified and eligible candidates regardless of age, disability, race, sex, gender reassignment, sexual orientation, religion or belief, marriage and civil partnership and caring status. We expect all our staff to demonstrate a commitment to advancing equality of opportunity and fostering good relations.

Disclosure and Barring Service

This post may be subject to full pre-employment checks and is exempt from the Rehabilitation of Offenders Act 1974. Please note that additional information referring to the Disclosure and Barring Service is in the guidance notes to the application form. If you are invited to an interview you will receive more information.

Health and safety

It will be the duty of every employee while at work to take reasonable care for the Health and safety of themselves and of other persons who may be affected by their acts or omissions at work.

Intellectual property rights

It is a contractual requirement of all employees of HfL to protect the intellectual, property rights of the company and to adhere to our company policy with regard to IP.

Person specification

Please provide a supporting statement outlining why you are applying and how you meet the criteria below;

Knowledge and experience:

- Be fully conversant with social media channels and managing Facebook, Twitter, LinkedIn, Instagram, Snapchat, Pinterest, YouTube/Vimeo etc.
- Understand the different image sizes needed for each platform, and be able to create them
- Proven experience of driving social media engagement in a non-personal capacity (e.g. for a business, charity or other organisation), across multiple channels including Facebook, Twitter and LinkedIn
- Experience of scheduling social media posts using Sprout Social or similar tools
- Experience of creating and working with bulk email platforms such as Mailchimp.
- Knowledge of digital and social media marketing
- Familiarity with creating and manipulating images using Adobe Creative Suite e.g. Photoshop, InDesign or Sparkpost
- Desired – experience of creating videos and using Adobe Premier Pro and After Effects
- Enthusiasm, a pro-active and ‘can-do’ attitude, flexible and capable of working alone or as part of a team
- Familiarity of working with website links, bit.ly links, Google Analytics, keywords and SEO (Search Engine Optimisation)

Skills and abilities

- Educated to degree level or equivalent
- Ability to communicate well with others, across all levels, both verbally and in written communications
- Ability to write creatively, clearly and concisely and with a high standard of written English
- Excellent attention to detail and accuracy
- Good organisation skills, with the ability to meet tight deadlines and manage their own diary

- Methodical and able to follow procedures and processes
- Ability to competently use software packages such as Microsoft Office (Windows/ Microsoft Office (Word, Excel, PowerPoint & Outlook), Hootsuite/Sprout Social and Adobe Creative Cloud
- Ability to use social media, bulk emailing platforms and scheduling software
- A full clean driving license and the ability to travel

For an informal discussion regarding the role, please contact Anne Buckland, Content Marketing Manager on 01438 843405.

APPLICATION PROCESS

Please download and complete the HfL application form along with the supporting statement, explaining how you meet the requirements of the job outline and person specification. We would also love to hear why you are interested in becoming part of the HfL team.

To submit the application or to discuss any recruitment queries please email hfl.recruitment@hertsforlearning.co.uk or contact our Central Recruitment Team on 01438 843465.

Closing Date: Wednesday 18th September 2019

Interview Day: Tuesday 24th and Wednesday 25th September 2019