

Capel Manor College

Apprentice Marketing Assistant

Job Description & Person Specification



JOB DESCRIPTION & PERSON SPECIFICATION

JOB DESCRIPTION

Post	Apprentice Marketing Assistant
Scale	National Minimum Wage plus London Weighting
Grade	Apprentice
Responsible to	Marketing and Communications Manager
Location	Enfield
Contract	Full-time

Key Responsibilities:

The Marketing Assistant Apprentice will be responsible for contributing to the implementation of the marketing and communications plans for Capel Manor College. The post-holder will assist in the successful planning and delivery of specific marketing activities, with a focus on apprenticeship promotion and employer engagement.

Responsibilities:

1. Collaborate with the Marketing and Communications Manager and Business Relationship Manager to ensure effective delivery of marketing and communications strategy, in line with the College strategic plan
2. Assist with marketing activities and administration to achieve sustainable student recruitment in line with College targets, including apprenticeships
3. Help to enhance the College's reputation and increase awareness among various stakeholders, including prospective students and employers
4. Support the creation of engaging content for digital and print platforms, involving tasks such as copywriting and editing
5. Assist with the development of the College's web and digital presence, regularly contributing to website updates (notably the dedicated employer webpages on capel.ac.uk)
6. Attend events to directly communicate with prospective employers, students (including prospective apprentices), parents and career advisors, highlighting the value of Capel Manor College courses
7. Support with employer engagement and prospective student outreach activities and contribute to the organisation of internal and external recruitment events, such as employer events, forums and networking events
8. Assist with advertising booking administration and work with the Marketing and Communications team to deliver impactful, targeted marketing campaigns to guide prospective students and employers
9. Support the Marketing and Communications and Business Development teams with key projects, including market research, website updates and monitoring, marketing administration and customer relationship management (CRM) usage
10. Ensure exemplary customer experience for employers, prospective students, influencers, advisors, partners and colleagues
11. Support with monitoring the success of marketing campaigns, media landscapes, competitors, and the marketing environment, assisting with report production as needed
12. Be flexible and open to travel for meetings at all campuses and various locations across the UK when required
13. Undertake additional duties and responsibilities as need to ensure the efficient functioning of the College
14. To meet the off-the-job requirements of the apprenticeship, a minimum of six hours per week will be spent developing marketing knowledge, skills and behaviours within the apprenticeship training plan

General Responsibilities:

1. Promote and implement all College policies, particularly those which refer to health & safety, equality of opportunity and Safeguarding young people and vulnerable adults
2. Participate in College programmes of staff appraisal and continuing professional development
3. Develop effective working relationships internally and with external partners
4. To operate at all times in line with the College's values and behaviours
5. Undertake other duties as may reasonably be required in the interests of the efficient functioning of the College

PERSON SPECIFICATION

Qualifications

- Possess a Level 2 qualification (or GCSE equivalent) in English and Maths or a willingness to achieve within a specified period
- Strong GCSE profile with an IT/Media qualification at GCSE level or above

Experience

- Work experience in marketing and/or IT based organisation
- Work experience in a customer facing environment
- Experience and/or knowledge of Customer Relationships Manager systems

Skills, Abilities and Knowledge

- A keen interest in marketing and communications, within the education sector
- A good understanding of basic marketing principles, and some knowledge of current marketing and communications best practice
- Excellent verbal and written communication skills
- Ability to produce and check information to a high degree of accuracy
- Familiarity with appropriate IT, and ability to use Microsoft Office products including Excel and Word
- Strong administrative, organisational and time management skills
- A willingness to learn and take on new challenges
- Good team working skills and the ability to work collaboratively
- Ability to develop positive working relationships with individuals
- Ability to work on own initiative within agreed guidelines, and to work effectively as part of a team
- Flexibility, responsiveness and commitment to area of work

Other Factors

- An understanding of and commitment to safeguarding young people and vulnerable adults (training will be given)
- Ability to form and maintain appropriate relationships and personal boundaries with children and young people/vulnerable adults
- Emotional resilience
- The ability and determination to promote equality, diversity and inclusion throughout all aspects of College life, including employment and service delivery
- Should the position involve regular driving, a clean driving licence is required