

Design and Marketing Assistant Job Description



Hours:	37 hours per week, five days per week with flexibility for hybrid working. Part time applications will be considered.
Salary Range:	£24,790 - £25,183 per annum (FTE) Essex Schools Support Scale 3
Responsible to:	Director of People
Liaison with:	SEEAT Executive Team, SEEAT Headteachers, schools staff and external Agencies
Location:	The Deanes, but travel to all SEEAT schools should be expected.

Job Purpose:

The Design and Marketing Assistant will support the design, marketing and communications initiatives of SEEAT by assisting in the creation and implementation of design projects, promotional materials, and digital content. A creative thinker with a keen eye for detail and design, the postholder will work collaboratively with the wider SEEAT team and schools to promote SEEAT.

Key duties and responsibilities:

Design

- Produce graphics and undertake the creative design of promotional materials, for a range of print and digital media, ensuring consistency with the MAT's branding guidelines.
- Create engaging visual content for various platforms, including social media, newsletters, and the Trust and school websites.
- Collaborate with the SEEAT Executive Team to develop creative concepts for campaigns and initiatives and advise on new ways to design and market our materials and present them for maximum impact.
- Oversee the design, production – working with external print companies where necessary – and distribution of physical materials including leaflets, posters, templates, booklets, brochures, prospectuses, banners, stationery, event materials, promotional items and other SEEAT branded items.
- Maintain an organised library of design assets and templates for efficient use across projects.

Marketing

- Take high-quality photographs, create engaging video content and work on artwork to develop marketing materials, ensuring that they are edited to a high quality.
- Assist in marketing campaigns aimed at promoting SEEAT and SEEAT schools to prospective students, parents, and the wider community.
- Managing SEEAT social media accounts, including content creation, scheduling posts, and monitoring engagement.
- Conduct market research to identify trends and gather insights that can inform marketing strategies
- Support the planning and execution of events, including open days, information sessions, and community outreach activities.

Communication

- Contribute to the development of clear and compelling written content for various communications, including newsletters, press releases, and website updates.
- Collaborate with staff members to gather stories and testimonials that showcase the achievements and activities within the MAT.
- Assist in maintaining effective communication channels with stakeholders, including parents, staff, local press and the local community.
- Monitor and report on the effectiveness of marketing activities, providing insights for continuous improvement.

General

- To actively promote the school and Trust's policies
- To be courteous and provide a welcoming environment
- To be aware of, and comply with, Trust and school policies and procedures relating to child protection, health, safety and security, confidentiality, and data protection, reporting all concerns to an appropriate person
- The above duties are not exhaustive, and the post-holder may be required to undertake tasks, roles, and responsibilities as may be reasonably assigned to them by their line manager, Chief Executive Officer, or Trust Board

This job description will be reviewed as appropriate and may be subject to modification or amendment at any time after consultation with the post holder.

November 2024

Design and Marketing Assistant Person Specification



Diverse teams really are the best teams. We have a diverse pupil community and positively welcome and encourage applicants from all walks of life. We know that candidates (especially women, research tells us) may be put off applying for a job unless they can tick every box. That's why we haven't included any 'essential' criteria in the person specification – so do not feel you have to tick off every item in the list below.

Qualifications and Knowledge

- A degree or other relevant qualification in Marketing, Graphic Design, Communications, or a related field.
- GCSE, or equivalent qualification, in Maths and English at Grade 4/C or above.
- Excellent working knowledge of Office365, Microsoft Word, Excel, and PowerPoint
- Proficiency in using design software, for example Adobe Creative Suite: Photoshop, Illustrator, InDesign

Experience

- Experience in a design, marketing or communications role.
- Experience using varied social media platforms and digital marketing tools
- Experience using website content management systems.

Skills, Abilities, and Professional Attributes

- Excellent literacy and sound numeracy skills
- Excellent verbal and written communication skills, including the ability to tailor communication to a range of audiences using a variety of mediums
- Excellent organisational skills with the ability to prioritise workload, work to tight and changing deadlines and anticipate requirements in advance
- Ability work collaboratively within a team and independently when required.
- Enthusiastic and adaptable, with a willingness to learn and develop new skills.
- Establish effective relationships with those working in and with the school
- Ability to remain calm under pressure
- Flexibility and adaptability in working arrangements to meet the needs of SEAT