

## Job Description

<b>Name:</b>	
<b>Title:</b> Marketing Assistant	<b>Department:</b> Marketing
<b>Reporting to:</b> Senior Marketing Executive	<b>Grade:</b> 7
<p><b>Job Purpose:</b> The Marketing Assistant is required to support the Marketing and IDL Sales Teams in delivering the IDL marketing and growth strategy and achieving their objectives. They will contribute towards integrated marketing campaigns whilst ensuring that external marketing activities are in line with Ascentis and Regulatory requirements.</p> <p><b>Job Responsibility:</b></p> <ol style="list-style-type: none"> <li>1. Develop a good understanding of IDL products and services to support marketing initiatives effectively.</li> <li>2. Monitor and analyse competitor activity and provide insight and direction</li> <li>3. Identify relevant sector awards to enhance brand visibility and credibility, and support the preparation and submission of award entries.</li> <li>4. Take ownership of the IDL Learner Awards, including their management, coordination, and promotion.</li> <li>5. Remain up-to-date on latest marketing technologies and channels and make innovative suggestions to improve our reach and engage audiences.</li> <li>6. Ensure all procedures for marketing, including website updates and social media, are documented and adhered to within the SOP.</li> <li>7. Development of strong and innovative digital marketing strategy to drive lead generation and business growth, identifying strategic opportunities for improvements.</li> <li>8. Management of all IDL social media channels, including scheduling and optimisation to drive awareness, engagement and leads</li> <li>9. Plan and deliver email campaign schedule for existing customers to increase engagement and support customer renewals.</li> <li>10. Create a range of inspirational, informative and engaging content and graphics for social media, online blogs, PPC marketing, landing pages, podcasts and more as directed.</li> <li>11. Develop and execute email marketing campaigns, including creative copywriting, compelling email design, and performance tracking with actionable reporting</li> <li>12. Maintain IDL website, ensuring online documents and content are engaging, tailored to our target audience and up to date</li> <li>13. Work with the content team on the production and promotion of termly added value resources</li> <li>14. Promote all activity, including event attendance, CPD schedules and product launches</li> <li>15. Working with the Customer Service team to generate reviews on EdTech review platforms</li> <li>16. Adhere to the IDL brand style, ensuring all content is consistent in design, tone of voice and personality</li> <li>17. Support with podcast episodes, including recording, editing, and promoting across all relevant channels</li> <li>18. Monitor, analyse, and report on the effectiveness of IDL marketing campaigns, events, and tools (e.g. Click, Google Analytics), providing insights and recommendations to the Senior Marketing Executive and wider teams, with regular reporting to support commercial objectives.</li> <li>19. Attend events and conferences to provide support if required, which may include working unsociable hours or staying over in hotel accommodation</li> <li>20. Ensure content across all collateral, including brochures, banners, guides and event materials, is up to date and refreshed annually</li> </ol>	

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21. Ensure all branded stock for events and conferences meets our brand guidelines and is visually appealing to our target audience

**The following responsibilities apply to all roles:**

22. Contribute as required to regulatory compliance and engage with other processes, including business continuity, risk management and the internal audit process;
23. Contribute to the improvement of customer service;
24. Undertake any other responsibilities or tasks that are within the employee's skills and abilities whenever reasonably instructed, commensurate with this role.

**As a member of staff at Ascentis, you will be expected to:**

25. Understand and be committed to the Ascentis Vision;
26. Work hard and flexibly to achieve your targets and those of the Company, and be positive at all times.
27. Actively support a problem-solving culture within your team by seeking to remove any barriers that stand in the way of achieving our targets.
28. Work flexibly to meet the needs of our customers;
29. Implement strategies to achieve continuous improvement in your own performance.

**Success Measures**

- Attract new prospects to IDL via the website and other marketing channels to drive lead generation.
- Accurate and creative marketing materials produced
- Social media growth month on month across followers and engagement
- Website content up to date

**Status of this Job Description**

The above job description is a guide to the work you may be required to undertake, but does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

**Accountability and Key Contacts:**

Accountability

Marketing Engagement Manager, Commercial Director, and Chief Executive Officer

Key Contacts

- External Suppliers
- Business Development Manager (Interventions)
- Commercial Managers and IDL Client Relationship Managers
- Head of Product Innovation and Development

**Key Attributes (E = Essential; D = Desirable)**

1. Five GCSEs at grades 9-4 or equivalent (E)
2. Excellent written and verbal communication skills with the ability to liaise with external and internal stakeholders (E)
3. Understanding of social media marketing principles, techniques and tools (D)
4. Experience of using external and internal digital channels, including social media, email marketing and website management (D) Ability to use Adobe Creative Suite (D)
5. Ability to produce video content (D)
6. Demonstrable high-level ICT skills, including use of Microsoft Suite (E)
7. Experience of working in the education/training sector (D)

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Agreed:

Post Holder \_\_\_\_\_ Date \_\_\_\_\_