

Marketing Assistant

Salary: £27,807-£30,162 per annum (Grade 5)

Contract type: Full-time (36.5 hours per week), Permanent

The challenge

As Wales' largest awarding body, at WJEC we contribute to our education communities by providing trusted qualifications and specialist support, to allow our learners the opportunity to reach their full potential. This is a fantastic chance to be part of an organisation that both encourages and enhances the minds of tomorrow.

The role

As a Marketing Assistant, you will work closely with the Marketing Campaigns Manager to develop, deliver, and evaluate multi-channel marketing campaigns across both the WJEC and Eduqas brands. You will also support the wider marketing team in delivering the WJEC/Eduqas marketing and communications strategy across a range of channels including web, social, email, events, and content marketing, as well as undertaking basic administrative duties.

The person

To succeed in this role, you will require excellent written and verbal communication skills, attention to detail, and the ability to prioritise competing demands. You will be a self-motivated individual, who is also willing to develop knowledge and understanding of a wide range of marketing tools and techniques. You will also have experience of working collaboratively as a part of a team.

Our benefits

WJEC is a welcoming and supportive organisation, which is proud to offer a range of generous employee benefits including: 25 days annual leave a year (plus 16 statutory/ additional days), training and development opportunities including free Welsh language courses, and a good pension scheme.

Please visit [our website](#) to download a copy of the job description and application form.

Closing date: 12:00, Wednesday 22 May 2024

JOB DESCRIPTION

Job title	Marketing Assistant
Department:	Marketing and Communications
Section:	Chief Executive/ Strategy
Responsible to:	Marketing Campaigns Manager
Grade:	5
Location:	Western Avenue, Cardiff/ Hybrid
Main purpose of Job:	

Assist the Marketing and Communications team to organise, deliver and evaluate multi-channel marketing campaigns to promote WJEC's educational products and services.

Principal Duties and Responsibilities:

Email Marketing

- Work with wider team to create, develop and manage email marketing campaigns using the organisation's email software, including copywriting, design and managing distribution lists.
- Draft and design email marketing collateral for third party advertising campaigns.
- Assist the Marketing Campaigns Manager in developing automated email marketing journeys.
- Evaluate and report on the effectiveness of email campaigns.

Web Editing

- Work with wider team to create, maintain and develop campaign-related web content for Eduqas and WJEC websites using the organisation's Content Management System, including landing pages and lead generation forms.

Graphic Design

- Work with wider team on design of basic marketing collateral for web and print using Canva and Adobe Creative Cloud software.
- Liaise with external agencies to arrange design, print and distribution of marketing collateral such as direct mail leaflets, brochures, banners and posters.

Social Media

- Assist the Marketing Campaigns Manager to develop, implement and evaluate social media advertising campaigns.

Content Marketing

- Assist the Marketing Campaigns Manager in creating engaging and relevant content for the web, print and social media including: blog posts; articles; videos; podcasts.

- Source, edit and upload content from colleagues and stakeholders.
- Assist marketing team colleagues in creating basic video content for the web and social media.
- Liaise with external agencies to create high quality video content for marketing campaigns.

Events

- Assist marketing team colleagues in organising attendance at external events such as conferences.
- Occasionally represent the organisation at events by staffing exhibition stands and collecting contact information on potential leads.

Other

- Assist the Marketing Campaigns Manager in market research activity, such as developing surveys.
- Liaise with the WJEC Translation team to arrange Welsh translation of marketing materials where appropriate.
- Support the team with the delivery of WJEC's marketing and communication strategy.
- To support the team with admin duties such as purchase orders, web updates, and direct mail
- To undertake any other duties that may reasonably be requested appropriate to the grade.

Person Specification

Job title:	Marketing Assistant
Department:	Marketing & Communications / Strategy

Highly Desirable criteria are the optimum skills and experience the applicant will ideally have. Desirable criteria are those which would add value to the job if present, and also include potential for growth and development into the role.

Skills and Abilities

Highly desirable

- Copywriting and editing
- Web editing using a Content Management System (CMS)
- Organisational skills, including ability to manage own workload
- Communications skills, written and oral
- Basic Graphic Design

Desirable

- Basic videography and video editing skills
- Basic photography skills
- Experience of using email clients such as Campaign Monitor, Mailchimp or similar

Knowledge

Highly desirable

- Knowledge and understanding of marketing principles, including: content marketing; email marketing; digital marketing

Desirable

- Knowledge and understanding of the UK education sector

Experience

Highly desirable

- Experience of working within a marketing environment
- Experience of delivering marketing campaigns
- Experience of completing tasks to tight timescales and managing competing deadlines

Desirable

- Experience of hybrid working
- Experience of working in the education sector

Training / Qualifications

Highly desirable

- Graduate with degree in marketing or related subject

Desirable

- Membership of the Chartered Institute of Marketing (CIM)

Other Requirements

Highly desirable

- Flexible approach to work / changing patterns of work
- Self-motivation, able to work effectively with minimal supervision
- Reliable and punctual
- Welsh Language ability

Desirable

- Experience of working in a fast-paced team environment

Telerau ac Amodau Gwasanaeth		Terms and Conditions of Service	
Teitl y Swydd: Job Title:	Cynorthwydd Marchnata/ Marketing Assistant		
Cyflog: Salary:	£27,807 - £30,162 y flwyddyn/ per annum	Gradd: Grade:	5
Gwyliau Blynyddol: Annual Leave:	25 Diwrnod y flwyddyn. Mae CBAC yn caniatáu 16 o ddyddiau statudol/ychwanegol o wyliau yn ogystal ar hyn o bryd. 25 Days per annum. In addition, the WJEC currently allows 16 statutory / additional holidays		
Pensiwn: Pension:	Gweithredir darpariaeth y Ddeddf Bensiwn Llywodraeth Leol The provision of the Local Government Superannuation Act apply		
Math o Gytundeb:		Contract Type:	
<input checked="" type="checkbox"/> Llawn-amser / Full Time <input type="checkbox"/> Rhan-amser / Part Time <input type="checkbox"/> Llawn-amser Tymor Cyfyngedig / Full Time Limited Term <input type="checkbox"/> Rhan-amser Tymor Cyfyngedig / Part Time Limited Term		Nifer yr oriau yr wythnos No of hrs per week Diwedd y Tymor End of Term Diwedd y Tymor End of Term Nifer yr oriau yr wythnos No of hrs per week	
		36.5	
Dull Ymgeisio:		Method of Application:	
<p>Dylid anfon ffurflenni wedi'u llenwi ar e-bost at ad@cbac.co.uk erbyn 12:00, dydd Mercher 22 Mai 2024</p> <p>Completed forms should be sent by email to hr@wjec.co.uk by 12:00, Wednesday 22 May 2024.</p>			