

Website and Marketing Assistant

Salary: £25,245 - £27,960 per annum (Grade 4)

Contract type: Full-time, Permanent

We're looking for a highly organised individual with a good eye for detail and passion for marketing to come and join our Marketing team as a Website and Marketing Assistant. This entry-level position provides a chance to acquire new skills in a junior level role, in an experienced digital team.

The role

The post-holder will work within the sales and marketing function at WJEC. As part of the role, you will work closely with all divisions within the wider marketing team and sit within the digital function. The post holder will be primarily responsible for updating our websites, supporting the digital team with any admin tasks; for example, proofreading emails and helping to design in Canva templates. This is the perfect entry-level role for someone new to the marketing world as full training will be provided. The role is new to support with our business growth and will report directly into the Digital Marketing Manager.

About you

To thrive in this role, you will need a basic understanding of marketing and social media processes, with experience of editing websites in a Content Management System (CMS) and a knowledge of Canva (or similar design package) being advantageous. You will be a strong communicator and self-motivated individual with a strong attention to detail. You will require a proficient grasp of IT packages and work well within a team and enjoy learning about new sectors.

Benefits

We offer a range of excellent benefits and take pride in being an inclusive and supportive place to work.

Highlights include: 25 days annual leave per year (in addition to 16 statutory / additional holidays), free Welsh lessons, a competitive pension scheme and numerous family friendly policies.

If you would like to know more about this role, or about working at WJEC, please do not hesitate to contact our HR team (HR@wjec.co.uk), who will be more than happy to help.

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

Closing date: 12:00 midday, Monday 10 November 2025



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 Tel 029 2026 5002 / 5189 / 5015
www.wjec.co.uk

JOB DESCRIPTION

Job Title:	Website and Marketing Assistant
Department:	Marketing
Section:	Sales & Marketing
Responsible to:	Digital Marketing Executive
Grade:	4
Location:	Hybrid – Western Avenue
Main purpose of Job:	

Are you a highly organised individual with an eye for detail and a passion for marketing? Join our dynamic Marketing team as a Website and Marketing Assistant!

This entry-level role offers a fantastic opportunity to build your marketing skills within an experienced digital team. You'll play a key role in supporting our business growth by contributing to various digital marketing activities. Full training will be provided, making this the perfect steppingstone for someone eager to launch their marketing career.

Principal Duties and Responsibilities:

- Maintain and update content on our websites using our Content Management System (CMS).
- Assist the digital team with administrative tasks, such as proofreading emails and ensuring accuracy.
- Create visually appealing designs and templates using Canva (or similar design tools).
- Collaborate with other divisions within the marketing team to support campaigns and projects.
- Contribute to the delivery of high-quality marketing materials and communications.

Other

- To understand and comply with all WJEC policies and procedures detailed in the Staff Handbook; in particular, ensuring you understand your role and responsibilities in relation to Safeguarding, Information Security, GDPR, Confidentiality, Welsh language and Health, Safety and Environment.
- Participate actively in supporting the principles and practice of equality of opportunity as laid down in WJEC's Equality & Diversity Policy, embedding ED&I into all projects, policies and practices.
- To be a pro-active team-member, contributing positively to meetings and projects in support of WJEC aims and objectives.
- To engage in personal and professional development activities relevant to the role.
- To undertake other duties, as required, which are commensurate with the grade of the post.

Person Specification	
Job title:	Website and Marketing Assistant
Department:	Marketing

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

- **Experience with Content Management Systems (CMS):** Practical knowledge of updating and managing website content.
- **Proficiency in Canva or Similar Design Tools:** Ability to create polished and professional designs for digital use.
- **Attention to Detail:** Demonstrated ability to produce high-quality, error-free work.
- **Basic Marketing Knowledge:** Understanding of fundamental marketing principles and processes.
- **Digital Communication Skills:** Strong written and verbal communication tailored for digital platforms.
- **Self-Motivation and Initiative:** Proactive approach to tasks, with the ability to manage responsibilities independently.

Desirable

- **Experience in Social Media Processes:** Basic understanding of how social media platforms are used for marketing purposes.
- **Familiarity with Email Marketing:** Knowledge of email marketing tools and best practices (e.g., Mailchimp or similar platforms).
- **General IT Proficiency:** Competence with standard office software (e.g., Microsoft Office, Monday.com).
- **Collaboration and Teamwork:** Experience working in a team environment on projects or campaigns.
- **Proofreading Skills:** Ability to spot and correct grammatical, spelling, or formatting errors.
- **Willingness to Learn:** Enthusiasm for acquiring new skills and adapting to new tools or software.

Knowledge

Highly desirable

- **Content Management Systems (CMS):** Familiarity with how CMS platforms work and how to update website content effectively.
- **Basic Marketing Principles:** Understanding the fundamentals of digital marketing, such as audience targeting, brand messaging, and campaign planning.
- **Design Tools and Visual Communication:** Knowledge of Canva or similar design software for creating marketing materials.
- **Digital Communication Channels:** Awareness of how websites, email marketing, and social media work together to support marketing strategies.
- **Grammar and Proofreading:** Strong grasp of spelling, grammar, and punctuation to ensure polished content.
- **User Experience (UX):** Basic understanding of website navigation and design from a user perspective.

Desirable

- **An understanding of the education sector** (school and further education)
- **Social Media Platforms:** Awareness of how different platforms (e.g., Facebook, Instagram, Twitter, LinkedIn) are used for marketing and brand building.
- **SEO Basics:** Familiarity with search engine optimisation principles, such as using keywords and meta descriptions.
- **Email Marketing Tools:** Understanding tools like Mailchimp or similar, including how email campaigns are structured and measured.

- **Digital Analytics:** Basic knowledge of tracking and interpreting website performance metrics, such as page views or user engagement.
- **Brand Guidelines:** Awareness of how to maintain consistency in visual and written content according to brand standards.
- **Marketing Trends:** General understanding of current trends in digital marketing, including emerging platforms and tools.

Experience

Highly desirable

- **Entry-Level Marketing Role:** Internship, placement, or entry-level work in a marketing or digital marketing environment.
- **Website Management:** Practical experience editing and updating website content using a CMS.
- **Content Creation and Design:** Experience creating marketing materials, such as social media posts, flyers, or email templates, using tools like Canva.
- **Proofreading and Editing:** Work experience that involved ensuring accuracy and quality in written or visual content.
- **Team-Based Work Environment:** Experience collaborating with others on projects, demonstrating teamwork and communication skills.

Desirable

- **General Degree/Diploma:** A degree or diploma in Marketing or adjacent field (e.g., business, IT, graphic design) with some marketing-related coursework.
- **Supplementary Courses or Self-Learning:** Online courses in marketing topics (e.g., HubSpot Academy, LinkedIn Learning, Udemy).
- **Administrative or Office Work:** General experience handling administrative tasks, data entry, or coordinating schedules.
- **Social Media Management:** Volunteering or freelance work managing social media accounts for small businesses or organisations.
- **Student Projects or Extracurricular Activities:** Participating in projects, societies, or clubs with a focus on marketing, media, design, or social media.

Training / Qualifications

- Minimum 5 GCSEs or equivalent at grade C or above
- AS/A levels or equivalent desirable
- Degree or equivalent desirable

Relevant Coursework or Certifications (Preferred)

Short courses or certifications in marketing, digital marketing, or website management, such as:

- **Google Digital Garage:** Fundamentals of Digital Marketing.
- **HubSpot Academy:** Social Media Marketing, Email Marketing.
- **Canva Design School:** Basic design tutorials.

Technical Skills Training

- **Content Management Systems (CMS):** Basic familiarity with website management platforms like WordPress, Wix, or similar tools (training can often be provided on the job).

- **Design Tools:** Awareness of design software, such as Canva, Adobe Spark, or similar (self-taught or through online tutorials).
- **General IT Skills:** Proficiency with standard office tools like Microsoft Office Suite or Google Workspace.

Other Requirements

Desirable

- Fluency in Welsh, written and oral

Telerau ac Amodau Gwasanaeth		Terms and Conditions of Service	
Teitl y Swydd/ Job Title:	Cynorthwydd Gwefan a Marchnata/ Website and Marketing Assistant		
Cyflog/ Salary:	£25,245 - £27,960 y flwyddyn / per annum	Gradd/ Grade:	4
Gwyliau Blyneddol/ Annual Leave:	25 Diwrnod y flwyddyn. Mae CBAC yn caniatáu 16 o ddyddiau statudol/ychwanegol o wyliau yn ogystal ar hyn o bryd. Pro rata. 25 Days per annum. In addition, WJEC currently allows 16 statutory / additional holidays. Pro rata.		
Pensiwn/ Pension:	Gweithredir darpariaeth y Ddeddf Bensiwn Llywodraeth Leol. The provision of the Local Government Superannuation Act apply.		
Math o Gytundeb:		Contract Type:	
☒ Llawn-amser / Full Time ☐ Rhan-amser / Part Time ☐ Llawn-amser Tymor Cyfyngedig / Full Time Limited Term ☐ Rhan amser Tymor Cyfyngedig / Part Time Limited Term		Nifer yr oriau'r wythnos / No. of hrs per week Diwedd y Tymor / End of Term Diwedd y Tymor / End of Term Nifer yr oriau'r wythnos / No. of hrs per week	
Dull Ymgeisio:		Method of Application:	
Dylid anfon ffurflenni wedi'u llenwi ar e-bost at ad@cbac.co.uk erbyn 12:00 canol dydd, dydd Llun 10 Tachwedd 2025. Rhagwelir cynnal cyfweiliadau wyneb yn wyneb, ar dydd Gwener 14 Tachwedd 2025. Completed forms should be sent by email to hr@wjec.co.uk by 12:00 midday, Monday 10 November 2025. Interviews are anticipated to be held in person, on Friday 14 November 2025.			