

JOB DESCRIPTION – Marketing & Social Media Executive

JOB TITLE	AREA OF WORK
Marketing & Social Media Executive	Marketing
SALARY	BENEFITS
Competitive Salary (Depending on Experience)	<ul style="list-style-type: none"> • Company pension scheme • Perkbox • Extra holiday on birthday • Free gym membership • Discounted golf and fishing • Social events
LINE MANAGER(S)	LINE MANAGER FOR
Associate Director - Communications	N/A
GENERIC KEY TASKS AND RESPONSIBILITIES	

- Create regular social media postings on, but not limited to, Facebook, X (formerly Twitter), LinkedIn, TikTok, Instagram
- Assist with PR campaigns targeting local and national media
- Creation and publication of content for the Poultec and group websites
- Monitor web traffic and assist with the identification of keywords to assist with Search Engine Optimisation
- Creation of copywriting for use in printed promotional material
- Capture and edit – or source external - event photography and video
- Assist with creation of advertisements and promotional materials and other adhoc graphic design tasks such as ad-hoc posters and signage
- Assist with planning and hosting of promotional events, such as trade shows, fairs and careers events – and attend selected events
- Assist with the creation of mass-mailings to promote the organisation and its training courses to new and existing clients
- Assist with the creation of branded teaching materials
- Assist with the posting of training courses on third-party websites/directories
- Carry out other duties as may from time to time be required by your employer necessary to meet the needs of the business

PERSONAL SPECIFICATION – Marketing & Social Media Executive

(A) Assessed via Application form
(PI) Post Interview

(I) Assessed via Interview

ESSENTIAL CRITERIA	DESIREABLE CRITERIA
<i>Personal Attributes</i>	
Presentable and professional appearance (I) Ability to work as part of a team (A/I) Ability to work to quality standards (A/I) Excellent interpersonal skills (I) Approachable (I) Person centred approach (I) The capacity to communicate effectively both verbally and in the written word at all levels (A/I) Enthusiastic and self-motivated (I) Ability and willingness to work flexibly (A/I)	
<i>Qualifications/Skills</i>	
A 'digital native' with a passion for – and understanding of - marketing and social media (I) Competent and creative in use of Adobe InDesign and core social media tools (A/I) English (A level or equivalent minimum) (A) Recent qualification or experience – full or part time - within a marketing environment (A/I)	Be occupationally competent (I)
<i>General</i>	
An understanding of and positive approach towards “safeguarding” and a willingness to embed within the Training Provider * (A/I) An understanding of health and safety requirements of a working environment and willing to fully implement all aspects (A/I) An understanding of equal opportunities issues and willing to positively promote equality, diversity and inclusion within an educational context (A/I) Willing to apply for Disclosure and Barring Service clearance at Enhanced level (A/I)	
<i>Other</i>	
Possess a current driving licence or willing to travel as required by other means (A/I)	