

Job title:	Content Marketing Assistant (x2)
Job ref:	HFL1373
Hours:	37 per week
Salary band:	Band 3 – Up to £22,000 p.a (dependent upon experience)
Contract:	1 x Permanent 1 x 12 month Fixed Term
Reports to:	Content Marketing Manager
Team:	Marketing and Events
Location:	Hertfordshire. Currently fully remote due to Covid-19.

Post Covid-19 lockdown restrictions there will be an opportunity to work up to 2 days in the Head Office – Stevenage.

Our company

Herts for Learning (HfL) is an award-winning provider of products and services to schools and educational settings within and outside Hertfordshire. We believe that every young person, through access to a great education, should be able to realise their potential, regardless of where they live or their circumstances.

We focus on supporting the schools we work with to achieve successful long-term outcomes for their children. HfL is majority owned by Hertfordshire schools and operates with a not-for-profit ethos.

Job context

The Content Marketing Assistants will work as part of the Marketing team within Herts for Learning's (HfL) Marketing and Events department. This is an opportunity to learn and develop digital and social media skills and gain experience in a busy marketing and communications environment. Support and guidance will be available, especially when undertaking new tasks, however the post holders will be expected to work independently once they have an understanding of the task.

Purpose of the job

To support the delivery of HfL's marketing and social media strategies, through the use of digital content.

Main areas of responsibility

Social media

- Re-purpose, create, edit and optimise content as appropriate for use on HfL's social media platforms
- Day to day management of the HfL corporate social media accounts (Facebook, Twitter, Instagram and LinkedIn etc.)
- Drive social media engagement with the HfL brand and increase the number of followers/likes in line with agreed KPIs
- Work with the Content Marketing Manager to create and schedule social media posts using Sprout Social (or similar)
- Maintain the social media calendar, ensuring all key events are recognised and supported across HfL social media channels
- Ensure all social media posts and imagery adhere to HfL's brand and social media guidelines, including tone of voice
- Provide support and guidance to HfL teams on managing and developing their social media channels
- Provide social media support for HfL's national conference programme and key events, including pre-event promotion (organic and paid), plus live reporting at the event
- Monitor and report on user engagement through digital analytics
- Create and employ images, banners and other digital media to support digital and content marketing activities

Email marketing

- Collaborate closely with the Content Marketing Manager to support the delivery of digital marketing campaigns using Mailchimp and Campus
- Manage the day-to-day development and distribution of all email campaigns across the two platforms
- Identify and exploit all opportunities to build the Mailchimp / bulk mailing lists across all social media and digital channels
- Monitor activity and report on email analytics

Team support

- Adhere to all company policies and with particular diligence with regards to Privacy, Data Protection, personal data and consent e.g. photographs
- Provide photographic and video support including filming, editing and publishing as required

The duties and responsibilities listed above describe the post as it is at present. The post holder is expected to accept any reasonable alterations that may from time to time become necessary, particularly in light of the current Covid-19 situation.

Person specification

Please provide a supporting statement outlining why you are applying and how you meet the criteria below;

Knowledge and experience:

- Be fully conversant with social media channels and managing Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube/Vimeo etc.
- Understand the different image sizes needed for each platform, and be able to create creative thumbnails
- Proven experience of driving social media engagement in a non-personal capacity (e.g. for a business, charity or other organisation), across multiple channels including Facebook, Twitter and LinkedIn
- Experience of scheduling social media posts using Sprout Social or similar tools
- Experience of creating and working with bulk email platforms such as Mailchimp.
- Knowledge of digital and social media marketing
- Familiarity with creating and manipulating images using Adobe Creative Suite e.g. Photoshop, InDesign or Sparkpost and/or Canva
- Experience of creating videos and using Adobe Premier Pro and After Effects (Desirable)
- Familiarity of working with website links, bit.ly links, Google Analytics, keywords and SEO (Search Engine Optimisation)

Skills and abilities

- Educated to degree level or equivalent and/or relevant experience.
- Ability to communicate well with others, across all levels, both verbally and in written communications
- Ability to write creatively, clearly and concisely and with a high standard of written English
- Excellent attention to detail and accuracy
- Good organisation skills, with the ability to meet tight deadlines and manage their own diary
- Methodical and able to follow procedures and processes
- Ability to competently use software packages such as Microsoft Office (Windows/ Microsoft Office (Word, Excel, PowerPoint & Outlook), Hootsuite/Sprout Social and Adobe Creative Cloud
- Enthusiasm, a pro-active and 'can-do' attitude, flexible and capable of working alone or as part of a team

Equal Opportunities

HfL is committed to being an equal opportunities employer. We insist on the equal treatment of all current and prospective colleagues and will never condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

HfL is also equally committed to becoming an anti-racist organisation and we encourage you to view our [Black Lives Matter statement](#) which gives clarity on our anti-racist stance. In our relentless efforts to be an anti-racist organisation, we recognise the negative impacts of under representation and lack of diversity in our organisation, our education system and in all aspects of our society. Therefore, for recruitment into any HfL post, where we have 2 or more candidates of equal merit, candidates with protected characteristics will be given advantage over candidates without such characteristics. This is sometimes referred to as a 'tie-breaker' and is referred to as 'positive action' in the Equality Act 2010.

To help us meet our high standards and aspirations of a fully diverse and inclusive workplace, we strongly encourage suitably qualified applicants from all backgrounds to apply and to join us.

Please note that if you are invited to interview, we will expect you to be prepared to discuss unconscious bias with us; we find these conversations more than any others give us all a good idea of what working together will be like.

Disclosure and Barring Service

This post may be subject to full pre-employment checks and is exempt from the Rehabilitation of Offenders Act 1974. Please note that additional information referring to the Disclosure and Barring Service is in the guidance notes to the application form. If you are invited to an interview you will receive more information.

Health and safety

It will be the duty of every employee while at work to take reasonable care for the Health and safety of themselves and of other persons who may be affected by their acts or omissions at work.

Intellectual property rights

It is a contractual requirement of all employees of HfL to protect the intellectual, property rights of the company and to adhere to our company policy with regard to IP.

APPLICATION PROCESS

For an informal discussion regarding the role, please contact Junique Aujla, Content Marketing Manager via email on junique.aujla@hertsforlearning.co.uk and provide your mobile no. so a mutually convenient time can be arranged to discuss the role.

To apply, please download and complete the HfL application form along with the supporting statement, explaining how you meet the requirements of the job outline and person specification. We would also love to hear why you are interested in becoming part of the HfL team.

As part of our move towards eradicating unconscious bias within the recruitment process, we ask that you follow the guidance stated in the application forms and submit these in a word format to enable your application to be anonymised.

To help HfL make sure our policies and working practices are inclusive and non-discriminatory we would like you to complete the HfL equal opportunities form. This will not be stored with your application and will only be utilised by HR.

To submit your application or to discuss any recruitment queries please email our Central Recruitment Team on hfl.recruitment@hertsforlearning.co.uk or 01438 544439.

Closing Date: Wednesday 28th July 2021 at midday

***Interview Date: Wednesday 4th August and Friday 6th August 2021**

****In the event you are shortlisted, please ensure you are available for the Interview dates stated above. Interviews will take place via Microsoft Teams.**