

JOB OUTLINE

Job title:	Marketing Assistant
Job ref:	HFL1470
Hours:	37 hours per week
Salary band:	Band 3 - FTE £21,028 - £25,000 p,a
Contract:	12 month fixed-term contract
Reports to:	Marketing Manager
Team:	Marketing
Location:	Hybrid working consisting of remote working and up to 2 days per week in our Head Office in Stevenage, Hertfordshire.

OUR COMPANY

HFL Education (Formerly Herts for Learning) 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 Education is majority owned by Hertfordshire schools and operates with a not-for-profit ethos.

JOB CONTEXT AND PURPOSE

The Marketing Assistant reports to the Marketing Managers within the Marketing team and supports them in providing a professional marketing service to HFL Education. Responsible for delivering a wide range of marketing activities, campaigns and project-based activity, the Marketing Assistant ensures campaigns are robustly planned and briefed, delivered on time and results are tracked and shared.

The role offers a fantastic opportunity for the right candidate to build on their existing marketing experience, further develop their marketing skills.

hertsforlearning.co.uk

MAIN AREAS OF RESPONSIBILITY

Marketing support

- To provide professional and proactive administration support to the Marketing Managers and assist them with planning and delivering marketing campaigns for all teams, using a wide range of traditional and digital channels.
- To develop clear, concise graphic design, digital marketing and social media briefs, ensuring consistent, high-quality visual work containing compelling messaging.
- To oversee the day-to-day production of education resources developed by HFL Education teams or commissioned by third parties, such as Hertfordshire County Council. Proactive liaison with internal teams plus external agencies (graphic designers, proof-readers and printers), to ensure schedules are met and resources are delivered by the pre-agreed dates.
- To provide marketing support for national conferences and lead on small scale events and conferences.
- To support with PR activity as required and oversee the media inbox, responding to, or fielding enquiries to the relevant teams.
- To ensure consistently high standards of marketing materials are delivered by the team, adhering to all relevant brand guidelines and clearly demonstrating the impact of HFL Education's work.
- To be the authority on Survey Monkey questionnaire production and best practice across HFL Education. To advise on question style, copy and report on success.
- To work with the Digital Content Marketing team to refine, improve, measure and report on the effectiveness and ROI of all marketing campaigns.
- To support email marketing with regards to HFL Education's tone of voice, grammar, style, copy and to proofread, edit and sense check before deployment.

- To be responsible for the creation and deployment of our Herts Comms emails. Ensure HFL Education's tone of voice is used throughout, grammar and punctuation are correct, and copy is signed off at Exec level. Check all links, monitor performance and consistently suggest improvements. To monitor projects to ensure they are accurate, on brand, on budget and delivered on time.
- To support on HFL Education's copywriting and editing requirements.
- Maintain professionalism at all times and be an advocate for ensuring high customer service standards across the business.
- Work flexibly and proactively within the marketing team and provide support as and when needed to other areas of the business.

Measurement and evaluation

- To measure and report on the effectiveness of all HFL Education's marketing campaigns, providing succinct and timely reports to the marketing team and the project owners.

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.

PERSON SPECIFICATION

The post holder must have a comprehensive knowledge and recent marketing experience within a commercial organisation.

A marketing professional with:

- A minimum of two years' experience working in a marketing role within a fast-paced organisation. Experience of working within an education organisation would be an advantage, but not necessary.
- Practical experience of delivering successful marketing campaigns, using a wide range of marketing techniques and digital channels.
- Commercial awareness.
- Experience of working with marketing agencies, printers and graphic designers.

- Experience of delivering complex, large-scale projects often involving multiple stakeholders.
- A thorough understanding of data and the ability to analyse and succinctly report findings.
- Experience with working with a CRM (Customer Relationship Management) system (desired but not essential).

Skills and qualifications:

- A recognised marketing qualification (desired but not essential)
- Ability to write creatively, clearly and concisely
- Excellent attention to detail and accuracy
- Ability to prioritise work and manage a number of time-critical projects simultaneously, in a fast-paced environment with frequently changing priorities
- Able to competently use software packages such as Microsoft Office
- Confident, with the ability to work and communicate effectively at all levels
- Enthusiasm, a flexible attitude and capable of working alone or as part of a team
- The ability to reach different locations by car will be essential. If you drive then a full driving licence and appropriate car insurance will be required.

EQUAL OPPORTUNITIES

HFL Education 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 Education is also equally committed to becoming an anti-racist organisation and we encourage you to view our [Anti-racist position 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 Education 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 Education is 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 Diana Trant on diana.trant@hfleducation.org and provide your mobile number so a mutually convenient time can be arranged to discuss the role.

To apply, email hfl.recruitment@hfleducation.org with a detailed CV along with a cover letter to include responses to the following questions:

1. Why would you like to join us as Marketing Assistant at HFL Education?
2. How do you prioritise your workload?
3. What are your marketing strengths?
4. Which three adjectives best describe you as a marketing professional?

As part of our move towards eradicating unconscious bias within the recruitment process, we will be anonymising your forms.

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. For recruitment

queries, our Central Recruitment Team can also be contacted on the HFL Recruitment email address above.

This job advert may close as soon as sufficient applications have been received. To make sure you don't miss out on this great opportunity, please submit your application as soon as you can.

Interviews will be taking place remotely via Microsoft Teams.