

Marketing Assistant Job Description

Job Title:	Marketing Assistant
Salary:	£10.18 per hour. With effect from 1 st April £11.44 Over 23, £10.42 per hour. With effect from 1 st April £11.44
Location:	College Lane
Hours:	Maximum of 20 hours per week (Zero Hours Contract)

Vision:

Our vision at Hertfordshire Students' Union is to help students love Herts.

Values:

We are a truly values-led organisation. As such, our Student Opportunities Assistants must demonstrate our everyday values of being Helpful, Empowering, Representative, Transparent and Student-Focused whilst ensuring Hertfordshire Students' Union is truly representative of students. We encourage our team to have fun at work while never losing sight of our vision.

Service Excellence:

We go above and beyond for our students and each other – we're committed to providing excellent service across the board and we support each other to prioritise this every day.

Equal Opportunities:

We encourage applications from students with a diversity of backgrounds and experiences to reflect the current student population. We welcome all applications regardless of a persons' race, sex, disability, religion/beliefs, sexual orientation, or age.

Main Purpose of Job

To support the Marketing team with their ambitious plans as they strive to raise the profile of the SU and drive engagement with students. Your comprehensive support will enable us to flourish in a range of areas, but particularly with both experiential and social media marketing. We'll turn to you for everything from creative ideas and support on set through to content creation and print runs. You will make sure everything we do has student input, helping us to maximise our impact.

We're currently going through an exciting period of growth and your input will be invaluable in ensuring our success. A big focus for the team is to further our outreach, building a programme of activity that generates interactions with students, resulting in a better understanding of the SU and, in turn, increased engagement. Pushing out our new branding through different avenues is another priority for the team. You will work closely with each of us to achieve this, but you will specifically report to the Marketing Executive.

Main Duties and Responsibilities

- To work with the Marketing team on a range of projects

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- To support with the curation and delivery of our outreach programme, including things like seasonal giveaways, light-hearted stunts, content creation and fast feedback
- To support with the creation and delivery of content on a range of social media channels, including Instagram, LinkedIn & TikTok
- To support with the team with copywriting when needed
- To support the team with print runs as required
- To be a real ambassador for the SU, helping us to push boundaries with our branding through exciting means like brand activation & branded merchandise
- To work closely with all staff in the Marketing team, sharing ideas and offering inspiration on different projects
- Any other appropriate duties as assigned by your line manager

Standards

- To aspire to the highest standards of customer care at all times and in conjunction with other relevant Herts SU staff, identifying and responding to students' needs
- To respect to the democratic nature of the Students' Union at all times
- The post holder will present themselves for work being clean and tidy, wearing any uniform (provided) as required
- The post holder will display the highest standards of integrity at all times
- The post holder will observe the highest standards of punctuality
- The post holder will not consume alcohol or illegal substances whilst on duty or arrive on duty under the influence of either
- The post holder will have a flexible approach to the hours and days worked

Person Specification

Selection Criteria	Requirements	Essential/Desirable
Special Requirements	<ul style="list-style-type: none"> • A sound understanding of different marketing practices 	E
Skills	<ul style="list-style-type: none"> • Ability to work to own initiative <ul style="list-style-type: none"> • An eye for detail • Able to prioritise workload effectively • Ability to work to tight deadlines • Able to work well within a team setting • Good communication and organisation skills 	E E E E E E
Other	<ul style="list-style-type: none"> • Approachable • Creative • Driven • Enthusiastic • Friendly • Passionate 	E E E E E E

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	• Sociable	E
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Please note this job description is a guide to the duties and skills that are required of and for the role, and is not exhaustive.