



Role Specification

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| Position: | Marketing & Digital Assistant |
| Reports to: | Marketing Manager |
| Key Relationships: | Customers and Visitors ETFG Staff Jobcentre Plus & other community partners |

Overview:

You will be responsible for supporting the Marketing Manager in creating and distributing suitable and effective marketing materials to promote the work of Eat That Frog Group across all its areas of operation. You will be able to offer a professional service as well as having the attention to detail and administrative skills necessary to support our back-office team.

We have seven training centres (Torquay, Paignton, Newton Abbot and Plymouth in Devon, plus Melksham, Trowbridge and Salisbury in Wiltshire) and although you will be primarily based in Newton Abbot or Torquay, you will be called upon to travel to other centres as required.

Key Objectives:

1. Facilitate an outstanding customer experience for everyone accessing our services
2. Provide digital and design support to the Marketing Manager, including website, DTP, photography, video and social media.
3. Ensure accurate, timely administrative support is available and that your work meets contract, legal and company requirements

Responsibilities:

- Updating info on company website and social media channels in an accurate, appropriate and timely manner
- Taking and editing photos and videos, ensuring appropriate permissions are signed-off
- Support the planning of internal and external events and attend as required
- Designing leaflets, adverts and flyers for Eat That Frog Group courses and services
- Handling Phone-calls/Texts/Emails/Messages – providing a professional, prompt, accurate and friendly response (you need excellent communication skills and spoken English).
- Maintain levels of marketing collateral and help book out display stands etc.
- Maintain company brand guidelines on stationery, workbooks, leaflets etc.
- Maintain information points with up to date marketing materials.
- Prepare marketing packs and ID badges
- Gather feedback and responses to surveys.
- Maintain a smart appearance
- Be a positive ambassador for Eat That Group at all times.

General:

- Assist with gaining and maintaining the IIP, MATRIX and other standards within ETF
- Comply with all Company Policies and legal requirements
- Travel as required for business
- Maintain and promote your workplace as a clean and healthy environment
- Undertake any other duties required by senior management.



Role Specification

Safeguarding:

ETF is committed to safeguarding and promoting the welfare of learners, including children and young people, and expects all staff and volunteers to share this commitment. This role is subject to an enhanced DBS check with a 6-month probationary period.

Role information:

Annual Leave: 28 days inclusive of statutory bank holidays
 Place of Work: Torquay / Newton Abbot
 Hours: Monday to Friday, 9:00am – 5:00pm (37.5 per week)
 Salary range: Starting from £16,500 - 17,500

| Person Specification | Essential | Desirable |
|--|-----------|-----------|
| Qualifications | | |
| Level 3 Business & Administration or equivalent | | ✓ |
| Level 2 Business & Administration or equivalent | ✓ | |
| Level 3 Information, Advice & Guidance | | ✓ |
| Literacy/Numeracy level 3 or equivalent | ✓ | |
| Health & Safety level 2 | | ✓ |
| Skills & Experience | | |
| 1 years Customer Service experience | | ✓ |
| 2 years Office / Administrative experience | | ✓ |
| Excellent knowledge of Microsoft Office and ICT systems | ✓ | |
| Experience of digital photography and editing software | ✓ | |
| Experience of using Wordpress or similar website design/editing software | ✓ | |
| Experience of video filming and editing software | | ✓ |
| Excellent knowledge of desktop publishing/ Design software | ✓ | |
| Experience of maintaining company social media channels | | ✓ |
| Experience of maintaining administration systems | | ✓ |
| Experience of working to company policies | ✓ | |
| Ability to maintain accurate records | ✓ | |
| Ability to meet legal requirements, with a current understanding of data protection, freedom of information and other legislative requirements | ✓ | |
| Excellent attention to detail | ✓ | |
| Excellent written communication and good range of vocabulary | ✓ | |
| Personal & Work-related attributes | | |
| Smart appearance & cleanliness | ✓ | |
| Demonstrate a positive and cheerful attitude | ✓ | |
| Demonstrate flexibility and enthusiasm at all times | ✓ | |
| Demonstrate a good level of spoken English | ✓ | |
| Maintain client confidentiality | ✓ | |
| Creative and visual ethos | ✓ | |
| Work calmly under pressure | ✓ | |
| Work effectively as part of a team | ✓ | |
| Work under own initiative and able to take instruction | ✓ | |
| Work flexibly to fulfil the role requirements | ✓ | |
| Committed to equality of opportunity | ✓ | |