

Marketing Assistant

Part-time, 15 hours

Salary:	£17,326-£18,263 FTE
Closing date:	
Interview date/s:	w/c [week after closing date]
Start date:	

The Employer

Nexus ICA is a faith-based educational institution based in Coventry delivering a higher education course in Popular Music and Worship. With a vision to be Europe's leading Christian institute for vocational arts education, you will be joining the organization at a time of expansion and development in the Higher Education sector.

The staff are dynamic, energetic, caring and devoted to providing our students with the best environment possible for learning in all areas of life. All staff are involved in a wide range of activities that are deliberately created to enhance the learning experience. We are future-facing, focused and committed to developing an educational platform that pushes the boundaries of expectation in the Higher Education sphere. Our mission and values statements (available on our website) permeate every area of life at Nexus ICA and are fully upheld and demonstrated by each staff member.

Purpose

Recruitment of students onto all Nexus ICA courses is of vital importance to the business. This role is responsible for working with the Marketing Officer and Comms Team in outworking a pre-determined recruitment strategy and having creative input into upcoming campaigns.

This role assists with all external communication to ensure that Nexus ICA's brand is communicated effectively through all communication platforms, and is outworked within a Communications team and under the management of Senior Leadership.

Nexus ICA exists within a Christian faith-based context, so you will either be part of the Christian faith or be sympathetic towards it, understanding that the values of our faith inform and give reason to our life and work here.

Key Areas of Responsibility

Social Media

- Create, collate and publish content for Nexus ICA's social channels.
- Research new developments in the HE and creative sector and share these with the Comms team.
- Assist in training and coordinating content generation from a student team.

Marketing

- Assist in the development of email communications including sourcing and developing copy, images, landing pages.
- Support and maintain accurate and robust systems for all marketing and communications processes.
- Assist in the co-ordination and support of recruitment events ensuring a high standard of face to face customer service, including events held during the evening/weekend.

Team support

- Provide a first point-of-contact to marketing and web enquiries from both inside and outside Nexus ICA.
- Support prospective student to current student communication campaigns and opportunities.
- Provide admin support as required including raising orders, archiving, stock management.

Nexus ICA Staff Responsibilities

In addition to the above, all Nexus ICA staff are expected to:

- Work proactively to ensure that the environment of Nexus ICA is conducive for student learning in line with our educational ethos
- Deal sensitively with issues concerning students and work in conjunction with the designated structure of pastoral care at Nexus ICA.
- Have a working knowledge of the support that is available to students and direct students to other services where appropriate.
- Make a significant contribution to extra-curricular activities that form part of the student experience.
- Take responsibility for upholding and complying with Nexus ICA's Mission and Values statements and for behaving in ways that are consistent with fair and equal treatment for all.
- Attend relevant training and meetings as required.
- Be punctual and demonstrate good time management skills
- Work at all times in accordance with Nexus ICA's policies, procedures, mission and values.

- Undertake any other duties commensurate with your grade, and/or hours of work, as may reasonably be required of you in order to further the aims and objectives of the Institute.

Optional dependent on appointment:

- Act as a Personal Tutor which will include leading a tutor group covering material relating to the Christian faith.

Person Specification

Criteria	Essential	Desirable
Education/qualifications	Educated to A-level or equivalent including A-C in GCSE English and Maths.	Relevant undergraduate degree or equivalent experience.
Knowledge and experience	Experience in creating digital content for a range of platforms and channels.	Experience of working in the HE sector. Experience of managing social media channels for student recruitment or marketing purposes (including responding to complex communications situations as they arise).
Specific skills	Excellent copywriting, editing and proof-reading skills, and experience of writing engaging and accessible content. Ability to manage social media accounts and create engaging, public facing content	Proven track record of managing content on websites and working with website teams. An understanding of web design and coding, specifically in Wordpress.
General skills	Excellent interpersonal skills – communicating, explaining, persuading, negotiating – in relation to a variety of audiences. Excellent project and time management skills and the	

	<p>ability to prioritise work within tight deadlines.</p> <p>Ability to use initiative and adopt a creative approach to problem solving.</p> <p>Excellent IT skills and capability to learn new systems when required.</p> <p>Proven ability to work independently and as part of a team.</p> <p>Excellent attention to detail.</p>	
Other requirements	All positions within Nexus ICA require a DBS check to be carried out.	