**ROLE DESCRIPTION** 

**Role title:** Digital and Marketing Assistant

**Department:** Communications and Campaigns

**Date:** xxx 2018

**Reports to:** Senior Digital and Marketing Officer

**Name:**

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| **Role purpose** (why the job exists and its contribution) |
| To provide support to the senior digital and marketing officer and team in order to recruit members and reps across the union’s sectors, roles, regions/nations and equality strands. |
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| **Key responsibilities** (the key areas of the role holder’s work) |
| 1. Provide excellent administrative and planning skills to offer a high level of support to digital and marketing colleagues in delivering a digital and marketing strategy which recruits and retains members and reps. 2. Monitor the digital team’s inbox for queries about or requests for activity on website and social media, either completing the request or forwarding to more senior colleagues for their direction or their attention. 3. Monitor the marketing team’s inbox for queries about or requests for marketing materials and resources, either completing the request or forwarding to more senior colleagues for their direction or their attention. 4. Monitor social media feeds for queries from members and other followers, either completing the request or forwarding to colleagues in other departments for their direction or their attention. 5. Answer queries and requests in a timely, accurate and professional manner, escalating any inappropriate behaviour to senior colleagues. 6. Work across the digital and marketing team design and publishing officer (logistics) to contribute to various planners and schedules of activity. 7. Proof-read, edit and upload content for websites, apps, emails and social channels. 8. Create social adverts under the direction of the lead marketing officer. 9. With support from lead officers, create a series of themed tweets, Facebook posts, twitter cards etc and schedule on hootsuite. 10. Provide support where appropriate for local and regional websites, social media feeds, working in conjunction with the digital and marketing officer 11. Handle website admin tasks such as searching and replacing out of date content, setting up redirects and URL, tagging content, setting up straight-forward webforms. 12. Champion the union’s brand and messaging across digital and social channels. 13. Work with digital and marketing colleagues to create regular reports on digital, email and social analytics around marketing and engagement activities. 14. Working with the senior digital and marketing officer, support tender processes and liaison with suppliers, member benefits providers, and work with online advertisers. 15. Oversee the payment of invoices via finance for agreed digital and marketing activity. Oversee the invoicing of online advertisers. Oversee the reckoning of credit card activity. |

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| **How the National education union works**  *These principles set out the culture and approach of the NEU.* |
| **The role holder:**  Models professionalism and integrity and acts in accordance with the NEU values;  Supports the democratic processes;  Promotes an organising culture across the union;  Works collaboratively and empowers others;  Is committed to innovation, learning and continuous improvement of working practices, organisational culture and resources;  Adopts a proactive and flexible approach. |

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| **Key relationships**  *These are the main working relationships that the role holder will develop.* | |
| **Person(s)** | **Nature** |
| **Senior Digital and Marketing Officer** | The role holder is line-managed by the Senior Digital and Marketing Officer. |
| **Communications and Campaigns Department** | The role-holder will work collaboratively with other colleagues in the Communications and Campaigns Department to deliver departmental objectives and priorities. |
| **Other staff**  **Lay Activists** | The role holder will liaise and engage with other staff and lay activists to assist in drafting content and updating of national, local and regional websites, and social media feeds. |
| **External bodies** | The role holder will liaise with external bodies and stakeholders and deal with general day to day queries |

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| **Demonstrable key skills, knowledge and experience**  *The role holder must be able to demonstrate these capabilities to fulfil the role to a satisfactory standard.* |
| **Qualifications**   * Good literacy and numeracy skills;   **Resource management & Planning**   * Ability to maintain accurate and effective paper and electronic filing/records/data management systems; * Ability to work collaboratively; * Good planning, co-ordination and organisational skills;   **Thinking challenge**   * Ability to evaluate information quickly in order to prioritise and respond effectively to a range of enquiries, within established guidelines; * Ability to provide advice and guidance to others on the effective use of digital and social media; * Ability to work on own initiative within agreed parameters;   **Communication**   * Good communication skills, including active listening skills and the ability to relate to a range of people; * Clear and approachable telephone manner and ability to deal with callers in a confident and professional manner; * Ability to write clearly and concisely for digital and social channels;   **Operational delivery**   * Ability to work proactively and independently whilst contributing as an effective team member; * Ability to engage and work in partnership with local activists; * Editing and proof-reading skills; * Heightened attention to detail and accuracy; * Ability to provide management information and reports in a range of formats; * Ability to operate a budget management system; * Good administrative and office skills. This will include good typing skills with a high standard of accuracy. * Good IT skills including Microsoft Office Suite, digital technology, websites and other electronic media together with other IT applications necessary for the performance of the role; |

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| **Additional** |
| **Work Demands**   * The ability to work under pressure, prioritise work and meet deadlines;   **Additional relevant requirements**   * An understanding of and commitment to the NEU’s objectives to promote equality of opportunity and oppose unfair treatment; * The requirement to maintain a broad and up to date understanding of the work of the communications and campaigns department in order to process and respond to enquiries effectively; * The requirement to undertake professional development and training as necessary for the performance of the role. |

This role description will be kept under review and can be adapted to meet the changing needs of the National education union, subject to appropriate consultation.