



JOB DESCRIPTION

Job Title: Media and Marketing Assistant

Reporting to: IT and Media Supervisor

Job Purpose

A varied and interesting role, the postholder works across Moore House group, using their experience and knowledge of graphic design and digital marketing to raise the profile of the Group. Articulate, creative and having significant experience in social media monitoring and updates, the postholder has responsibility for the design of user-friendly, appropriate and compelling visual and multimedia content across all digital marketing channels.

Key Responsibilities

- Develop a wide range of written, virtual and digital content to be used across many different types of media including social channels, emails and digital marketing;
- Create content and grow the social media presence of the Group;
- Maintain and enhance our social media presence across various platforms, including Facebook, Instagram, and Twitter, including creating content, scheduling posts, and engaging with our audiences;
- Effectively create and deliver internal and external communications, press releases and speeches given on behalf of the Group.
- Write creative copy and translate information in ways that end-users understand and engage with;
- Provide engaging, coherent, and on-brand print and digital marketing materials, as well as other design requirements;
- Support the planning, co-ordination and implementation of all Group events, including conferences, training courses, exhibitions, social activities;
- Measure the ongoing effectiveness of digital output;
- Maintain awareness of current trends in digital media;
- Ability to produce creative content, including the use of video, photography, animation and graphics;
- Effectively work on multiple projects at the same time, delivering on deadlines.

Person Specification

Qualifications

HND/Degree level in relevant discipline.

Experience

Essential:

- Excellent IT skills, including Google, MS Office, Swift publishing software (Mac), website maintenance and social media;
- Experience of Wordpress website platform;
- Creative and innovative approach to dressing, expert skills in Adobe CC (In-Design, Illustrator, Photoshop, Premiere Pro and Acrobat);
- Working knowledge of events management;
- Excellent written and verbal communications skills;
- Excellent organisation skills with attention to detail;
- Strong digital communications skills;
- Experience of working with external providers.

Desirable

- Project management skills.

Personal Attributes

- Ability to work independently, and act on own initiative;
- A 'can do' attitude and commitment to continuous improvement and continuing professional development.

Special Requirements

- Eligible to work in the UK.
- Full UK driving licence and access to a vehicle with business insurance cover, as travel to other sites / locations may be required.
- Satisfactory PVG Disclosure Scotland check.