MOORE HOUSE GROUP

JOB DESCRIPTION

Job Title:	Media and Marketing Assistant
Reporting to:	IT and Media Supervisor
Location & Hours:	Bathgate, West Lothian | Full-Time (40 hours per week, Monday–Friday)
Remuneration & Benefits:	Competitive Salary | Optional Private Healthcare | Company Pension | Additional Leave | Casual Dress | Employee Referral Programme | Sick Pay

Job Purpose

A varied, creative, and strategically important role, the postholder works across Moore House Group, utilizing their knowledge of multi-channel marketing, graphic design, and multimedia production to significantly raise the profile of the Group. Articulate, proactive, and commercially minded, the postholder takes ownership of compelling visual and multimedia content, promotes flagship events including the Annual Conference, oversees podcast production, and drives engaged communities across all digital and print channels.

Key Responsibilities

- **Campaign Delivery & Multi-Channel Marketing:** Plan, execute, and monitor integrated marketing campaigns across email, social, web, and print to elevate brand awareness, promote Group services, and support strategic objectives.
- **Annual Conference Promotion & Delegate Engagement:** Lead marketing and audience engagement initiatives for the Group's flagship Annual Conference—delivering promotional campaigns to drive registrations, coordinating live digital coverage, and producing post-conference highlight assets.
- **Content Creation & Visual Storytelling:** Design eye-catching, on-brand graphics and multimedia assets (video, photography, animation, and print collateral) across all touchpoints in accordance with Moore House Group brand guidelines.
- **Podcast Recording & Production:** Support the end-to-end recording, audio/video editing, and publishing of Group podcast episodes; create engaging social media teasers and clips to expand listener reach and drive community engagement.
- **Social Media Management & Growth:** Manage and grow the Group's social media presence across channels (LinkedIn, Instagram, Facebook, X, etc.), creating content calendars, scheduling posts, monitoring trends, and actively engaging with audiences.
- **Communications, PR & Copywriting:** Write clear, creative, and persuasive copy for diverse audiences, including press releases, website articles, promotional emails, internal staff updates, and speaking notes.
- **Website Maintenance & Digital Optimisation:** Maintain, update, and optimise the Group's WordPress website and event landing pages to ensure content remains fresh, accessible, and user-friendly.
- **Marketing Analytics & Reporting:** Track, measure, and report on the effectiveness of digital marketing outputs, delegate registrations, web traffic, and podcast downloads to identify trends and continually improve ROI.
- **Event Marketing & Collaborative Support:** Support the creative planning, promotion, and delivery of Group events, training courses, exhibitions, and social initiatives, liaising with internal departments and external suppliers (agencies, printers, videographers).

- **Project & Workflow Management:** Manage multiple concurrent projects efficiently, meeting deadlines, maintaining meticulous quality control, and ensuring brand consistency across all outputs.

Person Specification

Qualifications

- HND or Degree level in Marketing, Digital Media, Graphic Design, Communications, or a related discipline (or equivalent demonstrative practical experience / professional portfolio).

Experience & Technical Skills (Essential)

- Demonstrable knowledge of digital marketing principles, campaign execution, and audience engagement strategies;
- Expert skills in Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Premiere Pro, Acrobat) and modern creative design software;
- Demonstrated experience managing professional social media channels and creating compelling content across multiple platforms;
- Working knowledge of the WordPress website platform, CMS maintenance, and digital content publishing;
- Excellent written and verbal communication skills, with proven ability to craft engaging copy for diverse audiences;
- Proficiency in core productivity platforms including Google Workspace and Microsoft 365 (Word, Excel, PowerPoint, Teams);
- Strong organisational and project management abilities, with high attention to detail and ability to deliver against strict deadlines;
- Experience liaising effectively with external providers, suppliers, and creative partners.

Experience & Technical Skills (Desirable)

- Practical experience in recording, audio/video editing, and distributing podcasts (e.g. Adobe Audition, Audacity, or Premiere Pro);
- Experience in conference or large-scale event marketing, ticketing promotion, and delegate engagement;
- Familiarity with digital marketing analytics (Google Analytics, Meta Business Suite, email marketing platforms).

Personal Attributes

- Ability to work independently, take initiative, and solve creative problems proactively;
- A positive 'can-do' attitude, strong team ethos, and genuine dedication to the Moore House Group mission;
- Commitment to continuous improvement, staying abreast of modern digital trends, and pursuing ongoing professional development.

Special Requirements

- Eligible to work in the United Kingdom;
- Full UK driving licence and access to a vehicle with business insurance cover, as travel across Group sites and event venues will be required;
- Satisfactory PVG (Protecting Vulnerable Groups) Scheme check via Disclosure Scotland.