

Role Description

Position	
Role Title	Marketing Assistant (Graduate/Placement Role)
Directorate	Business Development and Communications
Department	Marketing & Communications
Pay	£23,665
Hours of Work / FTE	35 hours – 1.0FTE
Contract Type	One year Fixed-Term
Reports To	Creative Content Manager

Principal duties and responsibilities

1. Support the Creative Content Manager to deliver our creative projects.
2. Monitor and coordinate our various marketing channels and engage with our community online.
3. Support the Digital & Design Manager with various processes and ordering marketing assets.

Key tasks

- Help to plan and organise content schedules to ensure consistent and timely publication across all channels.
- Create engaging and original content for our social media channels, websites, newsletters, and other digital platforms to attract and engage our target audiences.
- Collaborate with the Lead Content Creators and Student Creators to create content that reach new followers and is relevant to our student body.
- Contribute to creative brainstorming sessions, offering innovative ideas for various projects and marketing campaigns.
- Support the Business Development team in delivering booked media sales by publishing paid content across our channels and assisting with on-campus activations where required.
- Prioritise tasks based on project requirements and deadlines, while maintaining attention to detail.
- Use analytics tools to measure the performance of content to provide insights and recommendations for improvements based on data.
- Support the Marketing Team with research tasks and problem solving.
- Proof and edit content for grammar, style, and accuracy.

Additional points:

- Occasionally, this role will be expected to work outside of core hours to fulfil its purpose, such as supporting the delivery of evening or weekend events or facilitating key Union events.

Common requirements for all roles

- Play an active part in delivering key LBSU projects and events as directed.
- Perform other duties, commensurate with the grade and remit of the role.
- Have a commitment to your own and others' development and a willingness to undertake relevant training opportunities.
- Undertake Health and Safety duties and responsibilities appropriate to the post, always considering your own and others' health and safety.
- Work within the framework of the Union's Policies, Articles and Byelaws, ensuring that your work furthers the Union's core values and objectives.
- Act as a role model and create an environment which ensures all employees, visitors and contractors are treated fairly and with respect and professionalism.
- Embed sustainability into your working activities wherever possible.

Person specification	
QUALIFICATIONS	<p><u>Essential Criteria:</u></p> <ul style="list-style-type: none"> • Leeds Beckett graduate from the 2025/26 academic year, or current student undertaking the role as a placement. • Willingness to undertake relevant training.
KNOWLEDGE & EXPERIENCE	<p><u>Essential Criteria:</u></p> <ul style="list-style-type: none"> • Experience in a role that required some level of customer service and great communication skills. • Experience with content creation. <p><u>Desirable Criteria:</u></p> <ul style="list-style-type: none"> • Knowledge of Leeds Beckett Students' Union's activities and services on campus. • Knowledge of Leeds Beckett University's services. • Interest or experience in marketing roles.
ABILITIES & SKILLS	<p><u>Essential Criteria:</u></p> <ul style="list-style-type: none"> • Strong attention to detail and organisation skills. • Ability to take initiative whilst still seeking support where needed. • Strong written and verbal communication skills. • Proficient at the use of email and MS software such as Outlook, Word and Excel. • Ability to attend campus as directed to support with our marketing activities.

VALUES & BEHAVIOURSEssential Criteria:

- A flexible, positive, and solution-focused attitude.
- Commitment to Leeds Beckett Students' Union's Mission, Vision and Values.
- Commitment to working as a proactive member of a team.
- Commitment to the creation of an environment that promotes equality of opportunity whilst recognising and valuing diversity.
- Commitment to work in a student-led, democratic environment.