

Role Description

Position	
Role Title	Marketing Assistant
Directorate	Business Development and Communications
Department	Marketing & Communications
Pay	Real Living Wage (£12 per hour)
Hours of Work / FTE	16 hours
Contract Type	Student
Reports To	Creative Content Manager

Principal duties and responsibilities

1. Support the Creative Content Manager to deliver our creative projects.
2. Lead our team of Content Creators to create engaging content to raise our profile online.
3. Help to plan and organise content schedules to ensure consistent and timely publication across all channels.

Key tasks

- Identify and collaborate with influencers or student creators to create co-branded content that expands reach and credibility.
- Contribute to creative brainstorming sessions, offering innovative ideas and solutions for various projects and marketing campaigns.
- Prioritise tasks based on project requirements and deadlines, while maintaining attention to detail.
- Use analytics tools to measure the performance of content, providing insights and recommendations for improvements based on data.
- Review and edit content for grammar, style, and accuracy.
- Create engaging and original content for our digital and social media platforms.

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	
KNOWLEDGE & EXPERIENCE	<ul style="list-style-type: none"> • Awareness of Leeds Beckett Students' Union's activities on campus. • Experience in a role providing some level of customer service. • Interest or experience in marketing • Knowledge of Leeds Beckett's services.
ABILITIES & SKILLS	<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 Word and Excel. • Ability to attend campus as directed to support with our marketing activities.
VALUES & BEHAVIOURS	<ul style="list-style-type: none"> • 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 • Respect for the principles of client confidentiality • Commitment to the creation of an environment that promotes equality of opportunity whilst recognising and valuing diversity • Commitment to excellent standards of customer care • Commitment to work in a student-led, democratic environment