

ROLE PROFILE

Role Profile			
Job Title	Marketing & Communication Assistant		
Section	Business Support	Department	Workforce & Brand
Reports to (Job Title)	Marketing & Communication Manager		
Location	Building 2, Derriford Business Park, Plymouth	Shift Pattern	Office hours as per company terms and conditions

Job Purpose	Reporting to the Marketing & Communication Manager you will assist with and deliver on day-to-day communication and marketing activities that help drive brand awareness and improve internal staff communications.
Key Competencies & Outputs	<p>Develops written and visual content to help build brand awareness & increase engagement with our audiences, driving stronger connections & interactions</p> <p>Oversees the creation of social media content, leading the content creation process including initial research and idea generation.</p> <p>Monitors social media channels and initiates social media activity; tracking, analysing and tailoring based on results</p> <p>Ensures content of the Delt website is updated and website administration is supported</p> <p>Monitor the Delt owned website and review the analytics regular to draw out opportunities for change and new content</p> <p>Stays up to date with industry trends and best practices in the marketing industry by performing research and monitoring</p> <p>Supports the Communications Manager with day to day administrative tasks</p> <p>Maintains the Delt intranet as a main source of staff communications</p> <p>The accountabilities listed here are not an exhaustive list. The post holder will be required to work in any area of the business and deliver ad-hoc duties as and when directed</p>
Experience, Knowledge, Skills and Qualifications	<p>Confident writer and story-teller</p> <p>Experience managing social content through various channels including LinkedIn, Facebook and Twitter</p> <p>Excellent written and verbal communications skills</p> <p>Outstanding project/time management, and organisational skills</p> <p>Ability to collaborate across a number of internal and external stakeholder groups.</p> <p>The flexibility and willingness to work outside of core hours where necessary to deliver against the requirements of the role.</p> <p>Willingness to learn on the job and enhance skill set</p>

Corporate Standards	<p>In accordance with Delt organisational policies and guidance on information management and security, it is the personal responsibility of all employees to ensure data protection, client confidentiality and appropriate information governance.</p> <p>All employees must act at all times in accordance with appropriate legislation and regulations, codes of practice and Delts policies and procedures</p> <p>All employees must work with the requirements of our Health and Safety policy, ensuring safe systems of work and procedures</p> <p>Undertake all duties with regard to the Delt equalities policy and relevant legislation</p> <p>In a people first environment, the post holder must both be aligned and aspire to Delt's values and expected standards of behaviour for them and their team(s).</p>
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