



JOB DESCRIPTION

JOB TITLE:	Social Media and Marketing Assistant
REPORTS TO:	Managing Director
SALARY:	£TBC
CLOSING DATE:	
DBS:	Enhanced DBS check with children's barred list check

PURPOSE:

To develop and deliver an in-house marketing strategy that supports the promotion of our Apprenticeship programmes, Bootcamps and commercial offering regionally and nationally. Create and manage social media campaigns across all platforms to boost engagement, followers and importantly develop the awareness of our brand and course offerings, in order to maximise bookings. To proactively work as part of a team to promote Hybrid and ensure our brand is known as the 'go to' independent training provider for gas, electrical, plumbing and green skills.

PRINCIPAL DUTIES:

1. Develop and implement marketing strategies and campaigns across social media platforms.
2. Conduct market research and analyse data to identify trends and opportunities.
3. Create and manage content for social media platforms, website, and other marketing channels.
4. Monitor social media channels for customer enquiries, engagement and comments and respond accordingly.
5. Analyse social media data and metrics to make recommendations for improvement.
6. Collaborate with cross-functional teams to ensure consistent brand messaging and positioning.
7. Monitor and report on the effectiveness of marketing activities and campaigns.
8. Engage with potential clients and companies to promote our courses e.g. tradespeople, industrial parks, etc.
9. To adhere to policies, procedures and values of Hybrid Training Centre.
10. To undertake all mandatory training in a timely manner as required e.g. Safeguarding, Prevent.
11. To undertake necessary Data Protection responsibilities, duties and training as required by this post.
12. Such other duties which are broadly consistent with the general functions and grading of this position.

EQUAL OPPORTUNITIES:

Hybrid Technical Services is committed to a comprehensive policy of Equal Opportunities. All employees are required to abide by this policy and ensure its compliance.

SAFEGUARDING:

Hybrid Technical Services takes safeguarding extremely seriously and is committed to ensuring a safe environment for all students. It is expected that all staff engage fully with this commitment.

PERSON SPECIFICATION

SPECIFICATION	ESSENTIAL	DESIRABLE
EDUCATION / TRAINING	<ul style="list-style-type: none"> • Strong general education • L2 qualification in IT (minimum) 	<ul style="list-style-type: none"> • Educated to L4 or above. • Marketing qualification
RELEVANT EXPERIENCE	<ul style="list-style-type: none"> • Proficient in using social media management tools e.g. Hootsuite, Buffer • Expertise in social media platforms and their different best practices 	<ul style="list-style-type: none"> • Knowledge of the renewable energy sector.
SKILLS / APTITUDES	<ul style="list-style-type: none"> • Excellent communication skills - verbal and written • Excellent IT skills • Building campaigns in Facebook Ads Manager • Ability to work independently and collaboratively in a fast-paced environment • Skill in writing ad copy • Naturally organised with good time management • Ability to work to your own initiative • High attention to detail 	
OTHER REQUIREMENTS	<ul style="list-style-type: none"> • Ability to support others to work effectively under pressure • Pro-active nature and desire to drive effective change. • Flexibility to respond to the changing needs of the business throughout the year. • Commitment to undertaking CPD • Commitment to staying abreast of developments within the social media arena • A commitment to the Safeguarding of Young People and Vulnerable Adults and an awareness of the Government 'Prevent' strategy 	<ul style="list-style-type: none"> • Experience of Safeguarding of Young People and Vulnerable Adults and an awareness of the government 'Prevent' strategy • Awareness of cultural diversity

