

## Marketing and Communications Assistant

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### Summary of Position:

**Reports to:** Director of Communications and Engagement

**Line management**

**responsibilities:** None

**Key relationships:** Executive Team, Programme Leaders, Fundraising Manager, Engagement Team

### Job Summary:

The Marketing and Communications Assistant will be located within the Communications and Engagement department, reporting to the Director of Communications and Engagement. The role is crucial to the development and implementation of the marketing and advertising plans for all undergraduate and postgraduate programmes, including generation of enquiries, conversion, and recruitment.

### Overall Tasks

The following key tasks are indicative of the role. The list is not exhaustive, and tasks may be amended, added or subtracted in response to changing requirements or in line with the skills and experience of the post holder.

### Recruitment

- Help implement recruitment campaigns to drive awareness of London School of Theology at key points in the student recruitment cycle (through advertising, social media, digital marketing and so on).
- Support the recruitment of students by linking advertising channels with a full Customer Relationship Management strategy, including emails and bespoke communications to enquirers, applicants and event attendees.
- Assist with the design and production of student recruitment and corporate communications, marketing campaigns and materials including copy gathering, editing, formatting, writing, proofing and print.
- Work with the Director of Communications and Engagement and other relevant staff to support the implementation of an annual student recruitment marketing plan to support agreed targets.

### Project Management

- Help direct the planning, implementation, and tracking of marketing and communications projects and provide support to the department by keeping it organised, forward thinking and schedule oriented.

- Manage the school-wide marketing and communications calendar / schedule to update stakeholders including appropriate staff in the institution on the progress of various communications projects.

### **Exhibitions and Recruitment Events**

- Work with the Director of Communications and Engagement across all recruitment and profile-building events.
- Develop and organise a range of on-campus recruitment events (such as Open Day) by liaising with departmental staff and relevant colleagues in the Communications and Engagement Department.
- Manage the School's publicity stands and other event-support material, including selection and ordering of promotional merchandise for exhibitions and for use as gifts.

### **Stakeholder Engagement**

- Support alumni to keep connected with each other through a programme of events, social media channels, and e-newsletters.
- Work to include our graduates in the life of the School through a range of programmes and projects. This might include, encouraging alumni to get involved by volunteering their time and standing as alumni ambassadors, providing their expertise, or supporting the School's fundraising campaigns.
- Support the work of the Fundraising Manager to engage and build relationships with donors and other supporters, including alumni, staff and students.
- Develop and maintain sustainable church partnership and stakeholder engagement, including management of events, Partner Church Programme, and the Church Partnership database.

### **General**

- Support the Enquiries and Admissions Officers when appropriate, to handle telephone and email enquiries from prospective students, in a timely and professional manner.
- Support the day-to-day operation of the Help Desk when required.
- The post-holder may be asked to help other members of the Communications and Engagement Team and to undertake duties as requested by the Director of Communications and Engagement from time to time.

### **Institutional**

- Participation in all on-site recruiting events.
- Attendance and active participation at Organisational Management Group (OMG) and other School committees as required.
- Attendance at School events such as Graduation Day and the Laing & Deo Gloria Lectures.

|   | Essential (E)<br>Desirable (D) | Demonstrated at<br>Application (A)<br>Interview (I) |
|---|--------------------------------|---|
| <b>Qualifications</b>   |                                |   |
| Primary training and/or primary experience in one of the key areas of responsibility  | D                              | A   |
| Higher/degree level education in a relevant field   | D                              | A   |
| Formal qualifications in Communication or Marketing   | D                              | A   |
|   |                                |   |
| <b>Skills, experience and knowledge</b>   |                                |   |
| 2-3 years' experience in the field  | D                              | A   |
| Working knowledge of social media platforms and content management systems (e.g. WordPress)                                 | D                              | A and I   |
| Familiar arranging promotional events   | D                              | A and I   |
| Confident communicating with clients  | D                              | A and I   |
| Experience delivering online campaigns and writing online content   | D                              | A and I   |
| Ability to build strong and effective relationships with a wide spectrum of key stakeholders both internally and externally | E                              | A and I   |
| High level of planning and organisational skills  | E                              | A and I   |
| High level of English oral and written communication skills   | E                              | A and I   |
| Unwavering attention to detail  | E                              | A and I   |
| Thorough working knowledge of Microsoft Office, particularly Outlook, Word, Excel and PowerPoint                            | E                              | A and I   |
| Experience of working within Higher Education   | D                              | A and I   |
|   |                                |   |
| <b>Personal attributes</b>  |                                |   |
| Able to respond well to direction and correction  | E                              | A and I   |
| Highly collegial, enthusiastic, proactive and uses initiative   | E                              | A and I   |
| Calm, efficient and polite manner; able to work under pressure without losing these qualities                               | E                              | I   |
| Ability to work as part of a team   | E                              | A and I   |
| Willingness to learn new skills   | E                              | A and I   |
| Ability to work in a changing and flexible organisation   | E                              | A and I   |
| Cheerful and willing attitude   | E                              | I   |

**Terms of Employment:**

- Salary: £23,500 – £27,000 per annum (dependent on experience)
- Hours: 35 hours per week with one-hour break for lunch (1.0 FTE). The usual working day is 9.00 am to 5.00 pm although some evening and weekend working may be required.
- Holiday: 22 working days p.a., plus Bank Holidays. The School closes between Christmas and the New Year and this time is given in addition to annual leave.
- Pension: Eligible to join contributory School pension scheme
- Probation: Six months
- Notice: During the 6-month probationary period, one week's notice may be given in writing on either side. After this period, one calendar months' notice is required on either side.

Occupational Requirement: there is an occupational requirement for the post holder to be a practising Christian in accordance with the Equality Act 2010: Part 1, Schedule 9.

**Application process:**

Interested applicants are welcome to have a conversation with the HR Manager prior to applying. A CV and letter of application (in which you specifically state how you meet the requirements of the Person Specification) should be submitted to:

Email: [recruitment@lst.ac.uk](mailto:recruitment@lst.ac.uk)

Phone: 01923 456000

The HR Manager  
London School of Theology, Green Lane  
Northwood, HA6 2UW