

## Job Description

<b>Job title</b>	Marketing Assistant
<b>Contract Type</b>	Part Time, Permanent, 22.5 hours a week
<b>Salary</b>	£21,000 - £24,000, pro rata
<b>Team</b>	Marketing, within the Business Development Department
<b>Site</b>	Main office at Hethel Engineering Centre
<b>Location</b>	Various, across HIL owned and operated sites
<b>Responsible to</b>	Innovation Manager
<b>Responsible for</b>	N/A
<b>Effective date</b>	1 <sup>st</sup> January 2022

### **Role and Context**

#### **Job Purpose**

#### **Responsibility statement**

The Marketing Assistant is responsible for the day-to-day running of HIL's social media channels and creating engaging content including blogs, graphics, and videos to be used in upcoming marketing campaigns.

You will also be part of the Business Development team and where needed, get involved in the commercial delivery of certain activities providing marketing and branding support to external businesses.

#### **Context**

Hethel Innovation is a business support organisation. This support is offered in three key ways: space to grow, business insight and connected communities. Space to grow comes from the two sites that Hethel currently runs; Hethel Engineering Centre and Scottow Enterprise Park. These spaces provide business space including workshops, offices, hot desks and more, with a dedicated site team on site and available full time. Business Insight comes from the support services offered by the Business Development team, of which the Innovation Advisors play a key role in. Connected communities are the combination of these previous two factors, using both physical space and support services to bring the business community closer together.

The Business Development Department lead the Business Insight offering at HIL, helping businesses to grow and deliver economic return to the region. Internally, the team help identify new opportunities for HIL to grow and take on new business.

The Marketing Team are responsible for showcasing the businesses that are members of our sites and wider network. They make sure that our offering is clearly communicated to new and existing customers and are instrumental in maintaining our brand voice and presence, ensuring continuous customer acquisition, as well as sharing opportunities that will help our local businesses grow.

Hethel Innovation is an Agile company and all departments use Scrum approaches in their work, aiming to improve, develop and deliver in a collaborative and iterative fashion.

Hethel Innovation is owned wholly by Norfolk County Council and its board consists of both council members and industry experts. Hethel Innovation's role, as instructed by the council, is to provide economic development in the region.

**Other Job Information (e.g. any special factors or constraints)**

You will be expected to travel to meetings and events as required.

Some flexibility on hours will be required due to training and activities that need to take place outside of usual operating hours. We operate a flexible working policy which can be discussed in relation to your role and contracted hours.

The role holder will be expected to on occasion support the sites with operational duties.

**Principal Duties**

Responsible for:

- Supporting the marketing team with planning, implementing, and monitoring marketing campaigns
- Assisting with the production of marketing materials (both digital and physical)
- Updating the company website(s) as required
- Maintaining social media channels (Twitter, Instagram and LinkedIn) to enhance audience engagement
- Writing and proofreading marketing copy for both online and print campaigns
- Producing creative content, including graphics, videos and blog posts
- Creating engaging email campaigns, as well as monthly newsletters
- Creating awareness of and developing the HIL brand
- Data gathering and analysis to inform marketing activity
- Sourcing advertising opportunities
- Developing relationships with key stakeholders, both internal and external

Business Support delivery

- Supporting Business Support team with the delivery of commercial advice and guidance to external businesses on marketing and branding

**KPIs**

*To be defined.*

<b>Person specification</b>	
<b>Qualifications</b>	
<b>Essential</b>	<b>Desirable</b>
	<ul style="list-style-type: none"> <li>• Marketing/Business qualifications</li> <li>• Sales training</li> </ul>
<b>Experience</b>	

<b>Essential</b>	<b>Desirable</b>
<ul style="list-style-type: none"> <li>• Previous experience running marketing campaigns</li> <li>• Previous experience maintaining social media channels</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge and understanding of search engine optimisation (SEO)</li> <li>• Coaching or consultancy experience</li> <li>• Sales experience</li> </ul>
<b>Skills/Knowledge</b>	
<b>Essential</b>	<b>Desirable</b>
<ul style="list-style-type: none"> <li>• Creative flair and good eye for design</li> <li>• Ability to work on own</li> <li>• Ability to work under pressure</li> <li>• Ability to multi task and prioritise</li> <li>• Excellent attention to detail</li> </ul>	<ul style="list-style-type: none"> <li>• Agile methodologies</li> <li>• Lean methodologies</li> <li>• Design thinking</li> <li>• Business knowledge (particularly start-up and SME)</li> </ul>
<b>Behaviours</b>	
<ul style="list-style-type: none"> <li>• Honesty</li> <li>• Integrity</li> <li>• Reliability</li> <li>• Flexibility</li> <li>• Pragmatic</li> <li>• Accountable</li> <li>• Proactive</li> <li>• Courage</li> <li>• Pride</li> </ul>	

### **General Information**

- The job description details the main outcomes of the job and will be updated if these outcomes change.
- All work performed/duties undertaken must be carried out in accordance with relevant HIL policies and procedures, within legislation, and with regard to the needs of our customers and the diverse community we serve.
- Job holders will be expected to understand what is meant by safeguarding vulnerable groups (children, young people and adults) and how to raise concerns.
- Job holders will be expected to be flexible in their duties and carry out any other duties commensurate with the grade and falling within the general scope of the job, as requested by management.

The information in this job description is accurate and reflects the requirement of the role:

Line Manager:  
Imogen Shipperlee

Position: Innovation  
Manager

Date: 1<sup>st</sup> December  
2021