

Job Description

Post title:	Marketing & Communications Assistant
Academy:	Central Office – Newcastle
Reporting to:	Marketing & Communications Manager
Salary/Pay range:	circa £24,000
Hours of work:	Full Time 37 hours per week, all year round

Job Purpose:

Laidlaw Schools Trust are looking for a Marketing and Communications Assistant to join their in-house marketing team. The role will mainly be based in central Newcastle, with some travel to our schools across Newcastle, Sunderland and Durham.

The successful candidate will get to work on a wide variety of projects, whilst always working to lead the brand forward and raise the profile of LST.

They will be confident inputting and producing impactful copy and creative to drive engagement via a variety of communications and campaigns to compliment the wider marketing strategy.

This is a multifaceted position with huge opportunities to grow with the Trust. This is a position where you will see your ideas come to life, and your input will be valued in a small in-house marketing team.

Main Duties & responsibilities:

- With the wider team, planning and executing a range of local marketing projects.
- Supporting the Marketing Manager with general day-to-day administrative tasks.
- Assist in event planning and management.
- Ensuring brand consistency throughout all external and internal communications.
- Write high quality content for social media, print and web.
- Use our CMS system to help ensure our Trust and Academy websites remain up to date (training will be provided).
- Input on marketing campaign concept and creative.
- Organise and maintain a library of school-life images and photography for use within LST.
- Communicate project timelines internally.
- Confidently liaise with printers, photographers, and videographers to ensure deadlines are met and assets are produced to the highest quality.
- Take internal briefs to produce high-quality and succinct outcomes that ensure brand consistency.
- Own the LST brand, be able to communicate guidelines and recommended development to stakeholders.
- Assist with internal communication to increase engagement in cross-Trust news and activities.