Part Time Marketing Assistant and Content Creator - KTP Centre (Fixed Term)

Job Summary

The North of Scotland KTP Centre is a joint initiative between Robert Gordon University, the University of Aberdeen, University of the Highlands and Islands, Abertay University, University of Dundee and the James Hutton Institute to support the development of Knowledge Transfer Partnership funded projects between industry and the Universities. The Centre was established in 1997 and has supported over 250 innovative partnerships.

This is an exciting opportunity to play a key role in developing and implementing the KTP Centre's social media strategy, to raise awareness of the benefits of the KTP programme and build the Centre's reputation and engagement with a range of audiences.

You will be based in a busy and dynamic team, working under the guidance of the Centre's KTP Development Executive. You will contribute to the planning and execution of marketing campaigns, event logistics and promotion, and will liaise with internal and external partners to maximise the visibility and impact of KTP activities across the North of Scotland KTP Centre's partnership. You will have an eye for what makes an exceptional piece of content and know the importance of getting the detail right to ensure a message lands.

We are seeking a part-time Marketing Assistant and Content Creator, with proven expertise and experience of a range of social media platforms, including developing content and campaigns and adapting the approach in line with performance metrics and trends. You will have experience in creative content development targeted at a range of stakeholders and will have a passion for driving audience engagement and influence. Your expertise in digital marketing, content strategy, and stakeholder engagement will be critical to maintaining a strong and professional brand presence.

The hours for the role are 17.5 hours per week and it is offered on a fixed term basis for one year. Our office is located on Robert Gordon University's

Garthdee campus in Aberdeen and our team of six staff work on a hybrid basis. You will benefit from a generous pension scheme and annual leave allocation of 46 days per annum pro rata including statutory holidays, an onsite nursery and sports centre, as well as a range of voluntary health and travel benefits.

Job Description

RESPONSIBLE TO: KTP Development Executive

RESPONSIBLE FOR: This post has no supervisory responsibilities, but other members of the KTP Centre team and partners will also contribute to social media and marketing activity, so the role will be responsible for engaging and directing them on an ad hoc basis.

PURPOSE OF ROLE:

Social media content and marketing is integral to the North of Scotland KTP Centre's marketing and communications strategy. The post-holder will help to develop the KTP Centre's brand profile, build engagement and contribute to the regional and national reputation of the Centre, its partners and the wider Knowledge Transfer Partnership programme.

PRINCIPAL DUTIES:

• Plan, develop and execute creative and engaging digital marketing content including the writing of blogs and articles, recording and editing video and developing creative content ideas.

• Develop the KTP Centre's online presence, monitoring trends and helping to increase following and engagement.

• Support the KTP Development Executive in the day-to-day management of social media channels such as LinkedIn, Instagram and YouTube, adapting and scheduling content to suit different channels and audiences and responding to engagements.

• Support the team and extended KTP Centre partnerships on the development of organic digital marketing campaigns, ensuring alignment to the wider content strategy.

• Build key relationships with university and company partner colleagues, and KTP Associates, and collaborate on the development of social media marketing content.

• Identify opportunities to collaborate with key stakeholders and influencers across social media platforms to build third party endorsement.

• Contribute to the development of the KTP Centre's social media policy and governance framework.

• Provide social media analysis and monitor trends on social media channels, and deliver regular insight and analysis reports to the KTP Centre Steering Group meetings (x3 per year).

• Ensure social media alignment with brand guidelines and key messages as well as wider digital accessibility, copyright and data protection regulations.

• Monitor KTP community social media activity and provide updates on innovative ideas and activities.

• Engage in a professional dialogue and appropriate behaviour to respond to social media communities through comments, mentions, shares and private messaging.

• To manage and update the KTP Centre's website, including SEO.

Person Specification

ESSENTIAL REQUIREMENTS

Qualifications and Professional Memberships

First degree in a digital media, marketing or communications discipline and/or experience in a marketing or social media corporate setting.

Knowledge

Excellent understanding of social media marketing, including measuring for performance and effectiveness.

Demonstrable knowledge of social media channels and strategy for an organisation.

Good understanding of brand management principles and how to ensure consistency in design and message across social media channels and content.

Understanding of stakeholder management and being able to liaise and build relationships with various stakeholders across the KTP Centre's wider partnership.

Ability to generate new ideas think creatively and interpret other sector trends for the purpose of the KTP Centre's objectives.

Experience

Demonstrable experience in the planning and production of creative and engaging social media content using a range of media formats (photography, video, graphics).

Proven high-level creative writing skills and content development for multimedia purposes.

Experience of using technical equipment (e.g., mobile phone, gimbals, wireless microphones, tripods) and editing software for the purpose of social media content development.

Experience of working within a team, including collaborating with others to deliver on shared priorities.

Experience of working accurately, prioritising and managing workload and meeting deadlines.

DESIRABLE REQUIREMENTS

Knowledge

Familiar with graphic design software.

Familiar with using cameras and other technical photography equipment.

Understanding of the Knowledge Transfer Partnership Programme.

Experience

Experience in a media or communications environment within the higher education sector.

Experience in delivering integrated organic and paid campaigns to support marketing activity.

Experience of using a social media management tool such as Meta Business Suite.

Experience using a content/design management platform such as Canva.

Behaviours

Behaviour 1: Service Delivery - Experience of exploring and adapting a service to meet customers' expectations and also identifying ways of improving standards.

Behaviour 2: Communication - Ability to receive, understand and convey both straightforward information, and information requiring careful explanation, in a clear and accurate manner.

Behaviour 3: Decision Making - Experience of using own judgement to make decisions, making collaborative decisions with others to reach conclusions and providing advice or information that will influence the decisions of others.

Behaviour 4: Liaison and Networking - Experience of circulating information in an accurate and timely manner; working across team boundaries to build and strengthen working relationships; leading and developing internal networks to pursue a shared interest.

Behaviour 5: Initiative and Problem Solving – Experience of using initiative and creativity to resolve problems, identifying practical and suitable solutions.

Behaviour 6: Planning and Organising Resources - Experience of planning, prioritising and organising your own work or resources to achieve agreed objectives.

Salary: 29588.00 - 32080.00 GBP per Year

Position Type: Part Time , Fixed Term 1 Year 17.5 Hours per Week