

DYW NORTH EAST
Developing the Young Workforce

Connecting employers with young people and education

Marketing & Business Support Officer

Job Description

Job Title:	Marketing & Business Support Officer
Team:	Developing the Young Workforce North East
Location:	Aberdeen City Campus, North East Scotland College
Salary:	£20,400 per annum (£34,000 FTE)
Line Manager:	DYW North East Director
Contract:	Part-Time, Permanent
Hours:	21 hours per week

Main Function

The post holder will provide marketing, communications and administrative support to the organisation, ensuring the effective promotion of services, programmes and events whilst supporting the smooth day-to-day operation of the business.

The postholder will support the delivery of marketing activities, stakeholder communications, event administration, governance processes and general business support functions, helping to enhance organisational visibility and ensure efficient service delivery across the region.

The post holder is expected to commit to quality service through continuous improvement to the programme and wider delivery.

Main Tasks

- Support the planning and delivery of the organisation's marketing and communications activities.
- Create, edit and publish content for newsletters, websites, social media channels and other communications platforms.
- Draft and coordinate press releases, blogs, case studies, promotional materials and stakeholder communications.
- Assist with the development and delivery of marketing campaigns to promote programmes, services, events and organisational impact.
- Maintain and update communication channels, ensuring content is accurate, engaging and up to date.
- Provide administrative and logistical support for events, workshops, meetings and stakeholder engagement activities.
- Coordinate event bookings, registrations, attendee communications, materials and evaluation processes.
- Manage shared mailboxes, respond to enquiries and provide a professional first point of contact for stakeholders.
- Prepare and maintain accurate records, reports, presentations, databases and organisational documentation.
- Provide governance support, including coordinating Board and committee meetings, preparing papers and taking accurate minutes.
- Support organisational projects, campaigns and continuous improvement initiatives, contributing towards agreed objectives and performance measures.
- Ensure all activities are delivered in accordance with organisational policies, procedures and quality standards.

Note

This list of duties is not intended to be exhaustive but simply highlights a number of the major tasks of the post. The postholder may be required to undertake additional duties which might reasonably be expected of him/her and which form part of the function of the post.

Qualifications and Training

- HNC (SQCF Level 7) in Business Administration, Marketing, Communication, equivalent transferable skills and experience.
- Marketing and communications experience.

Experience and Knowledge

- Experience of providing administrative, business support and customer service within a professional environment.
- Experience of supporting marketing and communications activities, including newsletters, social media, websites, blogs and promotional campaigns.
- Experience of organising and supporting events, meetings, workshops and stakeholder engagement activities.
- Experience of preparing professional documentation, reports, presentations and correspondence using Microsoft Office applications.
- Experience of maintaining accurate records, databases and information systems, ensuring confidentiality and attention to detail.
- Experience of managing multiple priorities, working to deadlines and delivering high-quality outcomes.
- Experience of managing shared mailboxes, enquiries and stakeholder communications.
- Experience of supporting governance activities, including meeting administration, agenda preparation and minute-taking.
- Knowledge of CRM systems, digital communication tools and marketing platforms.
- Understanding of stakeholder engagement and, ideally, the education, skills, employability or third-sector landscape.

Skills

- Strong written and verbal communication skills with excellent organisational skills and attention to detail.
- Ability to create engaging marketing and communications content.
- Strong proofreading and accuracy skills.
- Ability to manage multiple priorities and meet deadlines.
- Customer-focused with excellent relationship management skills.
- Proficient in Microsoft Office and digital platforms.
- Ability to work independently and collaboratively.
- Ability to handle confidential information appropriately.
- Strong planning and event coordination skills.
- Proactive, flexible and adaptable approach.

Other

Offers of employment will be conditional to the following pre-employment checks:

- Six Month Review: Subject to a satisfactory 6 month review period.
- Two Satisfactory References: If these have not been obtained at the approval stage. One will be required from your most current/most recent employer.
- Driving: It is a material condition of employment for this post that the employee holds a current full valid driving licence and has a car available.
- Verification of Educational Certificates: You will be required to bring educational certificates in to the Human Resources Department for verification. You may be asked to bring this to interview.
- Protection of Vulnerable Groups Scheme: All College posts are designated as Childcare Posts and it is essential for staff who are regularly involved in the training education and supervision of young people aged below 18 and/or vulnerable adults to obtain membership of the Protection of Vulnerable Groups Scheme through Disclosure Scotland. If you are already a member of the PVG Scheme you simply obtain an Existing PVG Scheme Member Application Form from Disclosure Scotland.
- Eligibility to Work in the UK: You will be required to bring to interview originals of the documents confirming your eligibility to work in the UK.