

# Digital & Marketing Administrative Assistant

## Role Profile

Our vision is that **Every student loves their time at Southampton**. We exist to:

- Help students find friendship groups;
- Support students to complete their degree programmes;
- Give students a voice in the University and wider community.

Your role in achieving this is described below:

### Main Purpose of Role:

- 1) To support the effective delivery of the digital & marketing experience through completion of day-to-day administrative actions, processes and documents
- 2) To support the effective delivery of our internal and external digital and marketing requirements, through relevant administrative actions and processes
- 3) To provide support to the whole team, ensuring accurate provision of insights, data and research

**Responsible to:** Digital Manager  
**Hours of Work:** 35 hours per week  
**Pay Grade:** 2

### Main Duties of the Role

#### To support the effective delivery of the digital & marketing experience through completion of day-to-day administrative actions, processes and documents

- To deliver with a range of administrative actions and processes for our digital and marketing team
- To respond to staff in-person or email queries regarding various aspects of our digital and marketing work in a supportive friendly manner, and escalate or allocating where appropriate for further action
- To support in producing relevant correspondence to stakeholders relating to their projects
- To support in producing digital/online systems guidance for staff members and act as frontline support in responding to relevant digital platforms queries
- To assist in event, marketing initiatives and meeting arrangements, including arranging these with internal or external stakeholders
- To ensure relevant documents, forms and information are appropriately updated and accessible to staff members, predominantly through our SharePoint site
- To assist with invoice payment processing in a timely fashion, and escalating where appropriate

### **To support the effective delivery of our internal and external digital and marketing requirements through relevant administrative actions and processes**

- To assist with a range of administrative arrangements for our digital, marketing and events activity (including room bookings, materials preparation, supplier liaison and support, communication sending or posting)
- To manage the central inboxes and distribute to the relevant team member to action
- To support the cataloguing/auditing of marketing collateral and supporting the Marketing team on print
- To assist in developing, maintaining and updating the content, format and accessibility of our Marketing Sharepoint site
- To build positive working relationships and engagement with colleagues across all offices and venues and assist in creating positive visibility/collaboration with staff

### **To provide support to the whole team, ensuring accurate provision of insights, data and research**

- To update and maintain the accuracy of our digital systems by adding and reviewing entries and filing relevant documentation
- To monitor our digital systems at agreed intervals to ensure tasks are reviewed, and updated regularly, communicating updates to team members
- To assist in gathering relevant research as requested by the team
- To produce a weekly and monthly PIR which details the analytical insight about our digital and marketing activity
- To carry out daily checks on communications across multiple channels and update key colleagues on any references to SUSU and our activity

### **Contribute to the overall effectiveness of SUSU by**

- Participating in and driving personal learning and development.
- Implementing the annual departmental Operational Plans.
- Supporting the implementation of SUSU's strategy, promoting our aims and values through the goals of the department Operations Plan.
- Developing and maintaining relationships with key internal and external stakeholders.
- Attending all meetings and training events, as required.
- Ensuring that statutory and legal obligations are met.
- Promoting SUSU's various policies within your work, in particular Health & Safety, Equality & Diversity and Ethical & Environmental
- Contributing to the positive image of SUSU with students, University and the local community working with the team to ensure a full service is provided at all times, providing cover as necessary.

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- Ensuring personal knowledge and skills are updated to ensure effectiveness in meeting work objectives.
  - Such other duties as may be reasonably prescribed by SUSU, appropriate to the grade and responsibilities of the post.
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### Role Specification

We have described below the range of experience, qualifications, knowledge, skills and attributes we are looking for. We will use this to manage our selection process and also to identify any training and development needs once in post.

KEY/QUALIFICATIONS/EXPERIENCE REQUIRED	ESSENTIAL	DESIRABLE
Comprehensive knowledge and ability to use Microsoft Office 365 applications such as Word, Excel, PowerPoint and Outlook. This includes web based and Google Doc formats.	[X]	
Excellent and demonstrable administration skills with the ability to work on delegated tasks with a degree of autonomy	[X]	
Project administration experience with excellent attention to detail, organisational skills and the ability to prioritise and multitask		[X]
Excellent written and verbal communication skills, including proof reading skills	[X]	
Excellent interpersonal skills, with the ability to engage colleagues, external stakeholders and students and put them at ease	[X]	
Self-motivated and innovative with the ability to work flexibly at certain times of year according to the demands of projects	[X]	
Enjoy working as part of a team and possess a flexible approach to work	[X]	
Ability and motivation to learn the functionality of IT systems	[X]	
An interest in the field of Digital & Marketing		[X]
Commitment to business ethics and passion for the values and purpose of a Students' Union	[X]	
Commitment to and knowledge of Equality & Diversity practices – including inclusivity and access issues		[X]
Commitment to and an understanding of Ethical & Environmental issues and Health & Safety		[X]

## Our Values

As an organisation, our values underpin our work and guide what we live by in order to achieve our mission:



### Stand Strong

We stand up for students and make sure their voice is heard.

We stand strong when facing challenges and are not afraid to be different. We think big and work to achieve great things.



### Join Together

We are an inclusive and diverse community of students and staff

We join together with each other, the University, and the local community to make a positive difference.



### Take Responsibility

We take action on the issues that matter to students and act with integrity.

We continually work to be more sustainable, challenge discrimination and prejudice. We strive to be a force for good for students and wider society.