

1. JOB SPECIFICS

Job Title:	Marketing Assistant - Events & Partnerships
Reports to:	Senior Marketing Manager
Location:	Slough (some flex to travel to London)
Department:	Marketing

2. ABOUT THE ROLE

What you'll be doing?	<p>As the Marketing Assistant for our Events & Partnerships, you will play a key role in growing our popular Teach The Nation To Code initiative using various multi-channel marketing methods.</p> <p>Teach the Nation to Code (TTNTC) is a collection of free, interactive workshops developed around current digital skills shortages and aimed at inspiring everyone into a career in tech. The workshops have been developed in a way that is easy to understand and give attendees the opportunity to learn entry-level Python programming for free.</p> <p>You will support and work closely with the Senior Marketing Manager to promote the programme, run campaigns and set up virtual and F2F events.</p>
Key Responsibilities	<p>Content production to increase TTNTCs digital footprint</p> <ul style="list-style-type: none"> - Proactively prepare and write digital content and communications including blogs, social media posts, web copy, news stories and press releases - Set up email communications using QAs email platforms <p>Support the set-up and build of TTNTC microsite</p> <ul style="list-style-type: none"> - Work with the technical team and digital agency to brainstorm and build a microsite with interactions, games and a space where attendees can go to practice code and improve their technical knowledge <p>Manage and own the TTNTC microsite</p> <ul style="list-style-type: none"> - Moderate user conversations to ensure these are in line with QA's regulations (constructive and not offensive in any way) - Ensure users have a positive experience and support with any ad-hock requests (account set-up, account error fixing etc.) - Grow and populate sections with exciting content <p>Expand the TTNTC events calendar</p> <ul style="list-style-type: none"> - Research, reach out to and establish relationships with university partners, charities, job centres and other relevant organisations - Set up and facilitate virtual events, including

	<p>briefings with internal trainers</p> <ul style="list-style-type: none"> - Write event invitation copy and manage event participation communications - Nurture event participants with comms - enticing them to apply for QAs technical programmes
KPIs & SLAs	<ul style="list-style-type: none"> - No. of registrations generated through events/ partnership activity - Background, age and gender mix of applicant base through events/ partnership activity - No. of new partnerships established with relevant organisations such as universities, job centres, charities etc. - Internal staff NPI scores - how happy are wider teams
Key Working Relationships	<ul style="list-style-type: none"> • Head of Candidate Attraction and Engagement • Senior members of the marketing team- Events and Partnerships / Online and content • Thought Leadership and PR team • Brand and Creative Design team members • Key members of the trainer community

3. ABOUT YOU

Skills & Abilities	<ul style="list-style-type: none"> • High attention to detail - someone who takes care in setting up processes with no errors. Someone who checks and then checks their work again before submitting. • Strong writer - able to produce highly engaging, upbeat and informative content. • Creative - someone who bring new ideas and fresh thinking to campaigns/events and new partnerships. • Information seeker - someone who asks plenty of questions at briefing time to ensure they have all the tools and information to carry out related tasks. • Highly organised - to ensure projects are delivered on time and in a slick and seamless manner. • Proactive, self-starter - someone who does not get flustered by reactive tasks. • People person - someone who's known by all and approachable for events and application generation activity. • Data driven and analytics driven - someone who sets up analytics and tracking codes to always keep an eye on ROI of events.
Your Experience	<p>You will need to have experience in</p> <ul style="list-style-type: none"> • Setting up and running events • Writing engaging copy pieces • Taking and setting up briefings, running meetings and taking follow-up actions.



4. ABOUT QA	
About us	<p>We shape the next generation of technologists, leaders and innovators.</p> <p>By powering potential - the potential of over a quarter of a million learners a year. We empower them to push boundaries and thrive in the workplace.</p> <p>Why we do learning</p> <p>For over 30 years, we've worked in technology - where the impact of great learning is changing the world.</p> <p>A bold statement, but hear us out. We are right at the centre of a technological revolution. Devices are not just connecting people, cities and countries - they are connecting to each other, collecting data and using it to learn and make themselves better. Soon we will have cars that can drive themselves, fridges that make sure we never run out of milk and computers that can learn from their own mistakes.</p> <p>Driving this revolution? People.</p> <p>And this is where we come in.</p> <p>People advancing their knowledge in technology - to enrich society - build a new culture - better how we live our lives, and how we work together.</p> <p>People are learning to use technology to drive phenomenal change. This is our passion - powering their potential.</p>
We promise to be	<p>Bold</p> <ul style="list-style-type: none"> ○ Ambition is great. We set ambitious targets - holding ourselves and others to ever-higher standards. ○ We contribute (insightfully) to the debate inside and outside QA. ○ We move. Quickly. We respond to your needs - fast. <p>Collaborative</p> <ul style="list-style-type: none"> ○ We spend time getting to know you - our learners and our customers - to earn your trust. ○ We connect a solution to your problem - we have tonnes of different services to help you. ○ We're the positive person who actively gets stuck in to solving problems. <p>Progressive</p> <ul style="list-style-type: none"> ○ We embrace change - and support it. ○ We challenge ourselves to use the latest technologies and methods - no matter how out there. ○ We're curious - about what you do, about what the person next to you does, about our customers and our learners.

<p>What's on offer?</p> <p>[please adjust according to the specific benefits offered for this position]</p>	<p>Learning is not just a service we provide, it's a way of life at QA, and we try to ensure that everyone has the opportunity to take advantage of our huge and varied range of learning and development options, so everyone is eligible for 3 Training Days every year, to focus on subjects they're interested in.</p> <p>We also know that many people like to "give back" and so we offer 2 paid Charity Days each year to support your chosen charity in whatever way you choose. And if you get involved in charity fundraising, QA will also double any sponsorship money raised, up to £250. This is over and above the charitable activities that we encourage through our annual QA fundraising drives - you can get involved with this as much or as little as you like. We see it as a great way to foster team building too.</p> <p>We all need to take time out to recharge our batteries from time to time and enjoy some down time, so we provide a fairly generous 25 days' holiday per annum (rising to 28 days after 5 years)- with the option to buy more if you wish.</p> <p>It's important, too, to plan for the future and ensure we are able to maintain the lifestyle we have worked so hard to achieve, once we retire from the hurly burly and slow down to enjoy our later years, so we offer a defined contribution pension plan and will match your contributions up to a maximum of X% of your basic salary.</p> <p>Then there are two of our core benefit offerings, not the most exciting, but we consider it important to ensure everyone has the peace of mind provided by Life Assurance (4x your basic salary) and Permanent Health Insurance (after a qualifying period) in the event that ill health, or worse, disrupts our plans.</p> <p>And finally, a few fringe benefits to assist with travel and lifestyle choices:</p> <ul style="list-style-type: none"> ○ Season ticket loan ○ Corporate gym membership ○ Cycle to work scheme
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