

	Role Profile
Job Title	Marketing Assistant

Salary range	
Contract	Perm, 52 weeks
Main location	Portland College
Hours and basis	37.5 per week including some evenings and weekends
Reports to	Marketing Executive
Date of issue	November 2025

Why Portland College needs this role

Portland Charity is an Outstanding specialist independent Further Education college and care provider. It supports young people with disabilities to work towards more independent, fulfilling futures through a range of education and care programmes.

Our Marketing Team is responsible for promotion, recruitment and reputation of all areas of the charity. Our ambitious 5-year plan has a focus on growth across several key areas. This role will be crucial in supporting the team to achieve the objectives of the new plan, whilst continuing to deliver strong marketing results for established areas of the business.

What you will be doing

Reporting directly to the Marketing Executive you will have responsibility for providing effective administration, support and logistical planning to the wider marketing and activities teams. Duties including but not limited to:

Administration

- Responsible for financial administration and procurement within the department, including processing purchase orders and invoices, and sourcing and supervising supplier relationships.
- In control of the marketing email inbox and phone line, managing a range of complex and confidential enquiries in a professional and timely manner.
- Coordinate the production of all external printed materials, ensuring literature stock is updated and replenished in key public areas.
- Monitoring and reporting on external media coverage and Google Analytics for multiple websites.

General Marketing

- Responsibility for organisation wide digital display areas, including creating and updating content.
- Conducting event and stock photography and videography managing safeguarding and compliance with our complex visual consent process.
- Photo and video editing using Adobe Creative Suite.
- Updating CRM systems and processing email campaigns in line with UK GDPR regulations.
- Updating content and conducting accessibility audits on all Portland websites to meet government WCAG regulations.
- Supporting with the creation and distribution of termly newsletters.
- Providing logistical event support for internal and external events, including the preparing of printed materials and signage, event promotion, event set up and take down, and being a professional representative on the day.
- Take responsibility of and project manage marketing projects as requested.

Communication

- Ensure effective communications with all departments to ensure news stories, case studies and promotional opportunities are embedded into the marketing activity plan, supporting with the distribution of multi-channel internal and external communications.
- Be an ambassador and advocate for the Charity and promote our vision, values and behaviours.

Key Relationships

- Develop relationships with key colleagues across the organisation and be the first point of contact for marketing related enquiries.

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Marketing Assistant

- Work closely with external partners such as web agencies, designers and suppliers.
- Engage with our diverse and complex learners, citizens and parents to obtain case studies and feedback, adapting approach and communication style where necessary.

General Responsibilities

- Uphold the principles of, and adhere to, company policy and procedures relating to General Data Protection Regulations, ensuring all data is dealt with in accordance with current legislation.
- Co-operate in the implementation of the College's Health and Safety and Environment policies and their supporting arrangement and statutory regulations and codes of practice. Comply with and uphold the principles of relevant legislation and college policies and procedures.
- Undertake any additional tasks as may reasonably be required from time-to-time.
- Work and attend evening and weekend events and meetings as related to the duties of the post.
- Take responsibility for and undertake personal professional development as identified and agreed with line manager, keeping up-to-date with research and developments and changes.

Key results we want to see from this role

- Efficient administration of the marketing department, meeting key deadlines.
- Effective support to the marketing team in delivering against key targets.
- Equipping all departments with relevant marketing materials.
- Significant increase in the organisation's digital presence.

Dimensions of the role

- Responsible for the smooth administration of the marketing team.
- Assisting in the delivery of promotional activities across a range of platforms.
- Being the marketing contact for a range of both internal and external events.
- First point of contact for all external enquiries to the marketing department.
- Responsibility for all printed materials.
- Working efficiently under the pressure of a complex role which requires multiple skill-sets and the flexibility to travel and work evenings, weekends and longer days when required.

Key work relationships

- Internal - Work closely with the Marketing Manager, Marketing Executive, Marketing Assistant – Content Creation, Admissions, Fundraising, Education and Care teams, and wider on all levels across the college.
- External – develop relationships with external suppliers, for example managing printing suppliers.
- Supervise learner work experience within the department.

Other information

Portland College is committed to safeguarding and promoting the welfare of its learners, customers, volunteers and staff. We expect all our staff to be aware of their responsibilities to protect learners, citizens, customers, volunteers and staff from abuse or harm, to promote British Values and to prevent the radicalisation of learners, citizens, customers, volunteers and staff.

Successful applicants will be required to undertake an Enhanced Disclosure and Barring Service (DBS) check, provide proof of their right to work in the UK and comply with health screening to assess their mental and physical fitness to carry out their duties.

The post holder is expected to undertake such other duties as the management may from time to time reasonably require. The above role profile is not all encompassing and is subject to regular review.

Signature of post holder

Date

I have read and accept the duties and responsibilities outlined in this role profile.