

Open Awards

JOB DESCRIPTION

TITLE OF POST: Development and Marketing Administrator

RESPONSIBLE TO: Development and Marketing Officer/Manager?

STATUS: Fixed term 1 year - Apprenticeship

FUNCTION OF THE POST:

- To provide efficient and effective administrative support for the qualification and unit development and communications and marketing processes.
- To work with the Development and Marketing Officers to develop the administrative procedures for the development and operationalisation of Open Awards products and services.
- To produce external marketing and communications materials in order to maximise sales and product awareness.
- To maintain the Open Awards website and social media platforms.
- To provide training for Centres and staff on Open Awards products and services.

MAIN DUTIES AND RESPONSIBILITIES:

Product Development and Administration

1. To support the operationalisation of Open Awards qualifications, units and other products and services, including:
 - Preparing documentation and reports for scrutiny and validity panels.
 - Taking and circulating minutes from panels.
 - Formatting and proof reading unit content.
 - Inputting unit details onto the Ofqual Portal.
 - Adding units to quartz database.
 - Updating affected programmes and courses.
 - Communicating changes to Centres and staff.
 - Collating qualification guides.
 - Deal with enquiries/queries from Centres.
2. To provide training to Centres and staff on Open Awards products and services.
3. To work with the Development and Marketing Officers to support the development of new products, services and resources, including e-learning materials.
4. To record and maintain accurate data on units, courses, qualifications and learners on the Open Awards database.

5. To provide high quality customer service to centres and other stakeholders
6. To provide clerical support including:
 - Typing, photocopying, maintenance of office equipment.
 - Maintain stationery supplies and printed supplies e.g. letterheads, certificates.
 - Carry out filing and scanning
 - Dealing with general email enquiries and post.
 - Answering telephone and dealing with general telephone enquiries.
 - Taking minutes at meetings.
 - To manage meeting room bookings.
 - To book travel, accommodation, conferences for staff.

Marketing

7. To contribute to the annual marketing planning process and the internal communication group.
8. To create engaging and creative marketing materials to drive sales, generate leads and grow the business.
9. To produce case studies in a range of media including written, photographs, videos.
10. To maintain the Open Awards website and social media platforms.
11. To coordinate campaigns to promote specific products.
12. To support the administration of internal and external communications, including newsletters, direct mail-outs and internal updates.
13. To work across Open Awards team to identify and share appropriate customer feedback via all marketing channels.
14. To support the administration of external conferences, events and workshops.

General responsibilities

15. Follow Open Awards procedures accurately and reliably.
16. Present a professional approach.
17. Maintain up to date records of activities in Quartz database in accordance with policies and procedures.
18. Work with other members of the Open Awards team to co-ordinate activity.
19. Travel to, and work from any site that the duties of the job may require.
20. Carry out any other duties as specified, from time to time by the Management Team.

21. To support the organisation's commitment to equality and diversity and to promote non-discriminatory practices in all aspects of the work undertaken.
22. It must be understood that every employee has a responsibility to ensure that their work complies with all statutory requirements and with Open Awards policies, and to ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, Open Awards Health and Safety policy, and the Mission, Vision and Values of Open Awards.

There are three Customer Service Advisors. Certain tasks will be allocated with the expectation that all Advisors will have the ability to carry out all duties listed.

Open Awards Mission, Vision and Values

Our Vision is:

To change lives through learning.

Our Mission Statement is:

To support educational achievement for all learners.

Our Values are:

- Excellence: To exceed standards in all we do, inspire excellence in our staff, centres and learners, and deliver a personalised customer service that surpasses expectations.
- Respect: To foster a culture of respect and inclusiveness, being receptive to each other and customers, and acting with integrity.
- Innovation: To listen, learn, discover and develop; to respond effectively to and invest in our staff, centres and learners.
- Aspiration: We strive to be visionary and influential.

This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.

Job description reviewed – June 2017