

## Celtic English Academy

### Marketing Assistant

#### Celtic English Academy, Cardiff City Centre

Celtic English Academy, established in 2004, is a friendly and welcoming British Council and IALC accredited English Language Teaching (ELT) centre in the heart of Cardiff. We take pride in our small class sizes, great teachers and wonderful support staff. We offer a range of beginner to advanced level English language courses for international students including, but not limited to; General English, IELTS Exam Preparation, Cambridge Exam Preparation, Teacher Development Courses, One-to-One lessons for adult students, and bespoke packaged programmes for both adult and young learners.

Each year approximately 1000 adult students with an average of 11 weeks' stay study with us from up to 50 different nationalities. We teach 150 - 350 students at any one time and our students are accommodated in local homestays or private student residence accommodation. We strive to foster a friendly, motivating and student-focused environment where we can offer a great service to all that study with us. We work as a team to support our students to meet their goals; whether they are learning English to go to university, for their career or to simply communicate more easily in our globalised world – We teach English today, so they can start their tomorrow.

Celtic English Academy is a Real Living Wage Employer, recipient of the FairPlay Employer Award and also has a Green Growth Pledge with the Welsh Government. Since 2021 we operate an agile working environment for employees.

In order to apply, we require all of the following documents:

- Full Curriculum Vitae
- Completed application form
- E-mail all documents in word format to: [jobs@celticenglish.co.uk](mailto:jobs@celticenglish.co.uk) with the subject of the email being your full name and the position you are applying for
- E-mail communication is preferred. If this is difficult, please post documentation to:

Shoko Doherty  
CEO  
Celtic English Academy  
18 Park Grove  
Cardiff CF10 3BN

Telephone: 029 20 344 805

Applications will be acknowledged and then evaluated against the selection criteria. The appointment will be made subject to an enhanced DBS disclosure.

## Marketing Assistant

### **REQUIRED: as soon as possible**

The Marketing Assistant is responsible to the Digital Marketing Manager. The primary customers of Celtic English Academy are international students and we require creative, consistent and accurate marketing internationally via B2C (direct) and B2B (via third party) channels in order to publicise our programmes and the destination of our Academy itself, in Cardiff.

We are looking for a Marketing Assistant to support the Marketing team in the area of online marketing (including social media, leads, website), communications and administration. We are ideally looking for a creative individual with an aptitude for digital marketing and content creation. A background in marketing, business or advertising would be advantageous. The opportunity is for an initial 6-month placement with the potential to lead to a full-time permanent position with the Marketing team.

**Salary: Real Living Wage for the employee's age group for 25 hours per week**, (which could increase to 37.5 hours per week depending on business needs)

### **Is this role suitable for me?**

This is advertised as a Kickstart scheme position which is eligible for 16-24 years that are currently unemployed. The role is an excellent opportunity for young people looking for an entry-level or graduate job in marketing, business, or advertising. The role offers the chance to gain valuable experience in a marketing role, with a dynamic team, in an international working environment.

Celtic English Academy is particularly experienced at supporting young people to upskill and progress in their career and many members of staff have gained valuable professional development with the Academy. As a small to medium-sized organisation there are regular opportunities to take on responsibilities and develop essential work skills.

### **Notes:**

- Fixed-term contract for 6 months
- With potential to extend or become a permanent contract
- This post is eligible for 16 – 24-year-olds who are unemployed and currently on Universal Credit according to the UK Government Kickstart Scheme terms
- We are proud to be a Real Living Wage Employer

### **Offer of the Post**

The offer of a post will be made subject to satisfactory written references and enhanced DBS check.

Further information about Celtic English Academy can be found on the Academy website: [www.celticenglish.co.uk](http://www.celticenglish.co.uk).

## CELTIC ENGLISH ACADEMY

### About your Application

Thank you for your interest in this post. Candidates should complete and return the Application Form and letter of application, addressed to the CEO, to reach the Academy by **7<sup>th</sup> June 2021**.

All sections must be completed, including the names and addresses of two referees, one of whom should be your current employer (if applicable) and a full education and employment history to date. **Please note:** we can accept school or community references if you have not been in previous formal employment. These can be provided upon application, or afterwards, but will be followed up prior to appointment.

All applicants will be asked the reason for leaving previous roles, if applicable, if this is not explained on the application form. Applicants will be asked to confirm that they have not been disqualified from working with children. Any gaps in employment or education will be explored in conversation at interview.

Please submit your application by email, but if this is not possible, please submit on single-sided sheets of A4 paper held together with a single paper clip (no staples) since multiple copies will be made.

**Please note that we will not accept curriculum vitae instead of an application form.**

**To apply the application form must be completed. Candidates that have a personal portfolio with examples of any work/links to personal projects/creative accounts can also share this upon application, which will be valued in the consideration.**

All applicants who are offered employment and do not hold an enhanced DBS check from the Disclosure and Barring Service will be subject to one before the appointment is confirmed. This will include details of cautions, reprimands, or final warnings, as well as convictions. The cost of application will be met by the Academy.

All posts in the Academy are offered subject to the receipt by the Academy of satisfactory references, verification of qualifications cited by candidate and proof of a right to work. As these checks can take some time to complete, candidates are advised to disclose any possible impediment to appointment at the time of interview, as failure to do so could result in an appointment not being confirmed or being rescinded. All appointments in the Academy are offered subject to the completion of a satisfactory probation period.

The Academy is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment.

Thank you for your interest, and we look forward to receiving your application via the Kickstart Scheme.



## RESPONSIBILITIES OF THE POSITION

The Marketing Assistant is responsible to the Digital Marketing Manager. The primary customers of Celtic English Academy are international students and we require creative, consistent and accurate marketing internationally via B2C (direct) and B2B (via third party) channels in order to publicise our programmes and the destination of our Academy itself, in Cardiff.

The role includes online & traditional marketing, communications, and administration.

### Key responsibilities

- Creating content for the Celtic English Academy blog and social media channels (e.g. Facebook, Instagram, Twitter, YouTube)
- Creating quick videos with student testimonials or other themes for our campaigns
- Scheduling posts regularly on our main social media channels and monitoring responses and replies, including enquiry messages
- Assisting with website updates (e.g., text, visual, programme or destination information)
- Assisting with updating of marketing and publicity documents, email, newsletters etc.
- Contributing ideas and suggestions for our digital and online presence
- Communicating with partner agencies or customers that we work with to recruit students
- Responding to student or agency enquiries
- Sending out brochures and marketing materials to our partner agents
- Administrative assistance, as required by the marketing team
- Assisting to maintain and update the marketing database
- Supporting with collecting feedback, testimonials and Google or Facebook reviews
- Effectively communicating with external suppliers or liaising with members of different departments (Academic, Operations, Marketing, Finance)
- Following correct procedures for Safeguarding for under 18s and upholding the Academy's Health and Safety policy
- Following GDPR data protection and copyright regulations
- Providing cover whilst other staff are on annual leave
- Supporting with wider activities at the Academy, as required, e.g., social activities and events

## PERSON SPECIFICATION

**Post:** Marketing Assistant  
**Department:** Marketing  
**Responsible to:** Digital Marketing Manager  
**Responsible for:** N/A  
**Date:** published 17.05.2021

The Marketing Assistant role is an entry level opportunity but more suited to a candidate post level 3 education. Qualifications at further or higher education level are desired for example; A levels, NVQ, BTEC, Undergraduate or Postgraduate degree.

A background - voluntary, professional, or personal - in marketing, business or advertising would be advantageous. Particularly in blogging, social media or website, and creative content creation.

The person is required to be computer literate and at ease with systems and digital tools. It is essential to have good IT skills including Microsoft Office. Experience using social media scheduling software or using the backend of a blog or website would be a bonus. The person in the role must have good working knowledge of social media platforms e.g., Facebook, Instagram, Twitter, LinkedIn, YouTube.

It is essential to have a native level of English and excellent communication skills including English language and grammar. This is required for copywriting and content creation. Accuracy, a strong attention to detail and a creativity are essential.

The person in the role requires effective organisational skills, must be self-motivated and able to use their initiative, whilst working autonomously and as part of a team. It is necessary to be capable of prioritising, multi-tasking and being flexible to meet the business needs with the team.

Some desirable skills that can benefit the role include, but are not limited to; a second language, experience working with software such as Canva, Photoshop, Hootsuite, MailChimp, WordPress or similar CMS. Good digital skills including photography or video production and editing are not mandatory but would be a plus.

We would like the candidate to have a keen interest, or experience, in working in an international environment, with strong cultural awareness skills.

To apply the application form must be completed. Candidates that have a personal portfolio with examples of any work/links to personal projects/creative accounts can also share this upon application, which will be valued in the consideration.

**See full criteria details listed as essential / desirable in the following table.**

## PERSON SPECIFICATION CRITERIA

Criteria		Essential or Desirable
<b>1</b>	<b>Education, Training and Qualifications</b>	
1.1	Maths and English at GCSE grade C or above and further education at level 3 or equivalent (e.g., A levels, BTEC, NVQ)	Essential
1.2	Undergraduate degree, or equivalent, 1 <sup>st</sup> Class or 2:1	Desirable
1.3	Any education, training or qualifications in Microsoft Office or similar software	Essential
1.4	Any education, training or qualifications relating to software, website, social media or design programmes (e.g., Canva, Hootsuite, Mailchimp, WordPress or similar CMS, social media for business purposes etc.)	Desirable
1.5	Enhanced DBS certificate and/or Prevent training	Desirable
<b>2</b>	<b>Knowledge</b>	
2.1	Computer literate with good knowledge of Microsoft Office including Word, Excel and PowerPoint	Essential
2.2	Knowledge of social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn, YouTube, TikTok)	Essential
2.3	Knowledge of ELT (English Language Teaching) sector or international education	Desirable
2.4	Knowledge of UK copyright law	Desirable
2.5	Knowledge of the Data Protection Act	Desirable
<b>3</b>	<b>Experience</b>	
3.1	Experience using social media platforms	Essential
3.2	Experience of replying to enquiries and giving customer service	Essential
3.3	Professional, personal or voluntary experience of copywriting, blogging or content creation	Desirable
3.4	Experience creating and editing short videos	Desirable
3.5	Experience with photography	Desirable
3.6	Experience in creative content creation	Desirable
3.8	Experience working with international students or customers from a wide range of cultures/countries (professional, voluntary or community based)	Desirable
3.9	Experience working in an office or administrative environment	Desirable
3.10	Experience of planning your own workload, establishing your priorities working to timescales	Essential
3.11	Experience of reporting your own work and managing your own deadlines	Essential
<b>4</b>	<b>Skills and Abilities</b>	
4.1	Enthusiasm for the organisation and sector	Essential
4.2	Effective communication and excellent English language skills with an eye for detail	Essential
4.3	Excellent organisational and time-keeping skills	Essential
4.4	Self-motivated, reliable, able to take the initiative	Essential

4.5	Strong interpersonal skills and emotional intelligence, with the ability to relate to different kinds of people and audiences	Essential
4.6	Ability to work well under pressure of peak times or deadlines	Essential
4.7	Ability to work independently or as part of a team, sometimes with minimal supervision	Essential
4.8	Effective at handling complaints, feedback and managing expectations	Essential
4.9	Native level spoken and written English	Essential
4.10	Other language	Desirable
<b>5</b>	<b>Attitude/Approach</b>	
5.1	Positive, friendly and welcoming personality	Essential
5.2	Cultural awareness with an open mind and willingness to connect across cultures	Essential
5.3	A flexible and can-do attitude	Essential
5.4	Positive approach to receive feedback and a willingness to seek support or further understanding	Essential
5.5	Ability to be patient with and adapt communication for customers with a low level of English	Essential
5.6	Ability to work with the ethos of the Mission, Vision and Values of the organisation.	Essential

## FURTHER INFORMATION

### Place of work

The Academy does operate an agile working environment so depending on the role and business needs, there can be some flexibility around working hours and place of work in the case of attending appointments or achieving quality of life. Since the pandemic we have a hybrid work environment with teaching/service staff on-site and office staff usually working on a rota for days at home and in the office.

This role is expected to be present when required to work with the Marketing team managers, or our customers, and can be expected to be in the office a couple of days a week to allow for training and working together effectively.

### Details of employability support

Celtic English Academy is experienced managing work placements with young people, having previously offered internship placements under the Go Wales scheme.

Our team are engaging, experienced and supportive with new staff. Many of our longer-term staff have developed their career with us and are evidence of the investment we have made in young people at the start of their professional career to support them in their growth.

Our organisation is two dimensional – a school and business. Thus, work spans business roles, alongside teaching and services. We can give young people a good grounding in classic office and front-of-house service, business administration, marketing, and student welfare support. Plus, experience shadowing or observing other roles for insight.

We value teamwork and communication. We offer all staff regular training opportunities to work more effectively together and meet the business needs for our customers.

Regardless of level or experience, managers are encouraged to have regular one to one work related and development meetings with staff. Our CEO believes in the ethos of coaching and mentoring and ensuring that the right people are in the right roles, so that their strengths can be played to and weaknesses supported. We work together to achieve a quality, fair and consistent service for our customers.