



JOB DESCRIPTION

ROLE TITLE: Marketing and Design Assistant

NEBDN – National Examining Board for Dental Nurses

Our Mission

‘To provide lifelong career development for Dental Nurses.’

Our Vision & Values

‘To be the leading awarding organisation dedicated to Dental Nursing and course development, empowering excellence in education’.

We pride ourselves on being:

- FAIR
- PROFESSIONAL
- COLLABORATIVE
- INNOVATIVE
- INCLUSIVE

Job Title:	Marketing and Design Assistant
Accountable To:	Marketing and Communications Team Lead
Accountable For:	No line management responsibilities
Location:	Office based – Hybrid Working Structure

Purpose

The Marketing and Design Assistant will work closely with the Head of Marketing and Communications, and Marketing and Communications Team Lead to increase brand awareness, execute marketing strategy and business development goals and improve how we communicate as an organisation to staff and stakeholders. They will be responsible for designing campaigns for social media, designing creative content, website updates, writing, proofreading, assisting with events and designing corporate material for company projects. They will be responsible for producing content for internal and external purposes and communicating with other teams in the business to assist on projects. They will assist the Marketing and Communications team with their overall strategic goals aligned with the business.

Key Responsibilities

1. To deputise for the Head of Marketing and Communications and Marketing and Communications Team Lead where required.
2. To use design software to design/edit corporate content for the organisation, not limited to but including the annual report, adverts, event promotion and internal campaigns.
3. To design, edit and update internal documents for reports and meetings, such as Marketing Dashboards, Board meetings, and regularly updating communications schedule, etc.



4. Ability to design, write, upload and schedule content on social media.
5. To use SEO analytic software to export website data and use in reporting documents.
6. To develop, edit and upload content on our website.
7. To contact our suppliers for merchandise quotes, venue hire, advertising rates, publication articles, etc.
8. To work with key stakeholders such as the General Dental Council, Ofqual, College of General Dentistry, membership organisations, to inform and update where necessary, with regular involvement in monitoring media and writing literature.
9. To assist in collating information from other departments and designing newsletters for internal and external use.
10. To assist with design, proofreading, and creative content for other departments in line with our brand guidelines.
11. To undertake practical tasks to implement the strategy set by the Head of Marketing and Communications.
12. To design marketing materials such as banners, flyers, brochures, branded merchandise etc as required.
13. Work at pace in line with business objectives and priorities.

General Requirements

1. Ensure that all responsibilities are undertaken in an effective and appropriate manner.
2. Positively participate in internal/external meetings and training.
3. Positively participate in regular one-to-ones and monthly appraisals.
4. Actively always adhere to all NEBDN'S policies and procedures.
5. Work in accordance with NEBDN's culture, values, aims and objectives.
6. Always act as a positive ambassador for the charity.
7. Undertake any other duties that may be reasonably required from time to time.
8. Maintain strict confidentiality of information conveyed to them by the Executive, Leadership, Trustees, beneficiaries, Staff, and external organisations. Acknowledging the need for professional sharing of information with relevant parties.



NB: This Job Description forms part of the Contract of Employment of the person appointed to this post. It reflects the position at the present time only and may be changed at management's discretion in the future. As a general term of employment, the Charity may make any necessary change in job content or may require the post holder to undertake other duties, at any location in the Charity's service, provided that such changes are appropriate to the employee's role.

Person Specification

PERSON SPECIFICATION		
CRITERIA	ESSENTIAL/ DESIRABLE	METHOD OF ASSESSMENT Application/Interview
QUALIFICATIONS:		
Educated to degree level in Design, Marketing, Public Relations, Digital Marketing, or equivalent qualifications (relevant experience will compensate).	E	Application
PROVEN EXPERIENCE:		
At least 2 years relevant experience in an educational setting or commercial organisation	E	APP/INT
Experience of working on design software including InDesign, Canva, Adobe Express, Photoshop	E	APP/INT
Experience of effectively using IT and office systems for reporting and presenting.	E	APP/INT
Experience of working at pace and achieving deadlines	E	APP/INT
Experience of using social media including Twitter (X), LinkedIn, Facebook, Instagram, Tiktok, and Youtube, and scheduling software such as Hootsuite	E	APP/INT
Evidence of working in a team and independently	E	APP/INT
Experience writing and proofreading corporate content	E	APP/INT
Able to plan and organise a busy workload using own initiative	E	APP/INT
Able to build and maintain effective relationships, both internally and externally	E	APP/INT
Experience of using communication platforms such as Mailchimp	E	APP/INT
KNOWLEDGE SKILLS & ABILITIES:		
Excellent verbal and written communication skills	E	INT
Personal presence and presentation skills, able to represent the organisation professionally.	D	INT
Experience of stakeholder management	D	INT
Excellent organisational skills and ability to prioritise multiple tasks	E	INT



Good analytical skills and able to interpret data, identify trends and make recommendations.	D	INT
Experience using reporting systems such as Google Analytics, Google Ads	E	INT
Knowledge of how to use WordPress	D	INT
Experience assisting in event logistics	D	INT
Able to assist and deliver projects/content when required	E	INT
Experience working in a marketing or design environment	E	INT
BEHAVIOURS:		
High standards of personal ethics, honesty, and integrity	E	INT
Personal qualities of self-awareness and self-management	E	INT
A genuine desire for service excellence and continuous improvement	E	INT
Ability to prioritise and work under direction	E	INT
Self-motivated and ability to work independently when required	E	CV/INT
OTHER ATTRIBUTES:		
Full driving licence	D	INT
Able and willing to travel on business when required including overnight stays	E	INT
Able to be flexible in hours of work when required according to charity requirements	E	INT
Empathy with NEBDN's aims and objectives.	E	INT

This is not an exhaustive list of duties, responsibilities and accountabilities within this post. This job description reflects the current main organisational responsibilities and accountability for this post. In the context of future business development, these priorities may develop and change in consultation with the post holder in line with service business needs and priorities.

CRITERIA COMMON TO ALL JOB DESCRIPTIONS:

A job description sets out the purpose of the job, where it fits into NEBDN's structure, the context within which the job holder functions and the principal accountabilities of the job holders, or the main tasks they must carry out. It is not a definitive work plan but an outline of the role and function, it is not intended to describe all specific tasks and NEBDN reserve the right to amend it at any time.

EQUAL OPPORTUNITIES STATEMENT:

All employees are required to adhere to and promote the principles and operation of NEBDN's policies regarding Equality & Diversity, to ensure that the services provided are relevant to ethnically diverse communities and other disadvantage groups.

COMMENSURATE STATEMENT:



At times the post holder will be required to undertake other duties and responsibilities of a similar level and nature in order to support workload peaks and resources and skill shortages, ensuring priorities are met. This will be sensitive to available resources and individual skills and will generally be within the same area where possible.

ADHERENCE TO EMPLOYEE HANDBOOK, POLICIES AND PROCEDURES:

NEBDN is an ever-growing organisation and in some areas data collection of suppliers, and staff members are an essential part of the business.

All employees have an obligation to read, understand and then sign policies and procedures, and by doing so is an acknowledgement their having read them and understood them, especially those that are pertinent to this role.

Print Name: (Employee)	Print Name: (Line Manager)
Signature:	Signature:
Date:	Date: