

RMP ENTERPRISE

Job Description

Job Title: Digital Support Assistant (Placement Student)
Location(s): London (Brixton)
Role Objective: (brief summary of key function of role and where it fits into the organisation)
Providing support for the day-to-day operations of both the RateMyPlacement and RateMyApprenticeship websites, encompassing the life-cycle of client campaigns with the aim of offering the best opportunities to students and maximising exposure for clients.
Key Responsibilities: (list key tasks, responsibilities, deliverables etc.)
Website Content Management: <ul style="list-style-type: none">• Collobaration with the Account Management team to support with the delivery of client advertising campaigns• Upload client job vacancies, profiles, case studies and related content• Produce and upload client and internal advertising content• Pro-active quality control of content and advertising campaigns.• Uploading and managing Top Employers Digital content• Creating and sending client and internal push notifications on Rate and RMA
Email: <ul style="list-style-type: none">• Produce client, internal marketing and internal product HTML emails using our email-building system• Schedule client HTML emails as part of client campaign management and schedule internal marketing emails as per internal requirements• Build and segment email lists using internal tools• Dispatch emails through our email service provider• Support the continuous development of email template design and improvement• Keeping up to date with the latest in email marketing innovation• Increasing the quality and engagement of our stakeholder data.
Campaign Reporting and Analysis: <ul style="list-style-type: none">• Support the account management and sales teams using internal reporting tools, excel, database queries and google analytics to:<ul style="list-style-type: none">○ Produce mid and end of campaign reports for clients○ Respond to ad-hoc stat requests and analysis of on-going client campaigns.
Website Development and Optimisation: <ul style="list-style-type: none">• Work with the development team to:<ul style="list-style-type: none">○ Create, test and deliver successful improvements○ Improve systems and client advertising services• Report software bugs when discovered and offer improvements• Keep up to date with the latest digital and technological innovations in order to share new ideas with the team.
General: <ul style="list-style-type: none">• Support the team across other products in the RMP Enterprise portfolio including:

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- [A School Leaver's Guide to Career Options](#)
- [The Top Undergraduate Employers Guide \(TEG\)](#)
- [National Undergraduate Employability Awards \(nueawards.co.uk\)](#)
- [OnCampusPromotions](#)
- [RMP-Connect](#)
- [National Schools Employability Challenge](#)

Reporting line:

- Report into Senior Digital Support
- Mentored by a member of the wider RMP team
- Based in our London office (Brixton).

Everyone who works at RMP Enterprise honours the company values and behaviours:

- ENHANCE - be continuously improving
- PASSION - be inspirational
- INNOVATE - be the change
- COLLABORATE - be supportive
- ACHIEVE - be the success

Competencies (qualities that we look for)

Adaptability - The ability to maintain effectiveness in a changing environment and the willingness to respond quickly and positively to change.

Analysis - The ability to gather relevant information, notice relationships between different pieces of information, reason from cause to effect and generate effective solutions to practical problems.

Creativity - The ability and willingness to generate new ideas and to recognise and build on those of others.

Initiative - The willingness to move things forward by taking action without needing to be asked and without due escalation.

Organisational Sensitivity - The ability to perceive the impact of one's actions/decisions on internal and external customers, and the determination to take these into account.

Relationship Building - The ability and willingness to develop and exploit a range of productive relationships both inside and outside the team.

Self Confidence - The ability to make a positive impact and to maintain a credible position with others on an ongoing basis.

Technical knowledge - The ability and motivation to apply and develop one's own professional knowledge

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Skills and Experience: (include generic, specific sector, people management, languages etc.)

Essential:

- Organised, logical and thorough with a high attention to detail
- Basic HTML/CSS skills
- Good understanding of websites & website structure
- Proficient in using Microsoft Excel
- Able to work alone, as part of a small team, or part of the wider RMP Enterprise company
- Comfortable working under pressure in a time sensitive environment
- Communicate effectively across all stakeholders, external and internal
- Excellent understanding of the English language (both spoken and written)
- Interest and desire to work for a young, growing company

Desirable:

- Experience using Google Analytics
- Basic SQL skills and understanding of database design
- Experience using Adobe Photoshop