



JOB ROLE Marketing Assistant

| Job Role Tasks | | |
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| Subject Area | Curriculum Links | Job Tasks |
| English | <p>Speaking - use of language</p> <ul style="list-style-type: none"> • Greetings • Have a discussion • How to make 'small talk' • Structuring a telephone conversation • Using company guidance on use of telephone messages <p>Listening - understanding</p> <ul style="list-style-type: none"> • Being able to ask if not understood • Follow verbal instructions <p>Reading - understanding</p> <ul style="list-style-type: none"> • Follow written instructions • Proof reading documents/emails to check meaning and grammar <p>Writing -</p> <ul style="list-style-type: none"> • Use of grammar • How to write a letter • How to write an email | <ul style="list-style-type: none"> • I write social media posts for businesses to help advertise their business. • I design banners, posters, and business cards. • I create newsletters and articles. • I help plan and manage events. • I have to be creative and persuasive when I write my posts and think of interesting and exciting words and phrases that will make people want to spend their money with our clients. |
| Maths | <ul style="list-style-type: none"> • Use of numbers • Ability to count accurately • Able to understand purpose of invoice, bank/credit card statement • Time management | <ul style="list-style-type: none"> • I need to make sure that all my jobs are done, and that I meet my deadlines, so I have to manage my time. • I also have to read and interpret graphs, based on customer engagement with our customers. |
| ICT | <ul style="list-style-type: none"> • Use Microsoft packages such as Word, Excel • Use emails • Attach documents to an email • Use an electronic calendar • Use a calculator • Use Microsoft Teams or similar • Able to use social media | <ul style="list-style-type: none"> • I use applications like Word and PowerPoint, to create posters and presentations for clients. • I use Canva to create logos, business cards and banners. |
| What other curriculum areas help you in your job role | <p>Citizenship/Politics - I need to know what is happening in the world and how that can affect businesses.</p> <p>Geography - Customers can vary based on where they live, so having a good understanding of different towns, cities, and countries, can help me better market our clients.</p> | |