



# Little Giraffes

Empowering Little Learners

## Marketing Assistant Placement

### Role Profile

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## Document Contents:

1. Role Overview
2. Role Description
3. Role Specification
4. Appendixes (Separate Documents)
  - 4.1 Brand Values
  - 4.2 Safer Recruitment Policy

## Section One: Role Overview

<b>Name of Role:</b>	Marketing Assistant
<b>Placement Hours:</b>	<ul style="list-style-type: none"> <li>• Daily placement hours 07:45-16:15 (including daily briefings/debriefs).</li> <li>• On site and/or remote.</li> </ul>
<b>Placement Length:</b>	All Marketing Assistant placements should take place for a whole academic term. Dates available on our website. Longer placements are available.
<b>Reporting to:</b>	Manager and Director of Quality and Director of Learning.
<b>Salary:</b>	Little Giraffes offers unpaid placements that provide professional experience which may support employment opportunities in the future.
<b>Location:</b>	<p>Bispham Hall, Warbreck Drive, Bispham, Blackpool, FY2 9LF</p> <p>This role is available on site for face-to-face delivery and/or remotely.</p>
<b>Role Summary:</b>	<p>As a Marketing Assistant completing a placement at Little Giraffes, you will assist in developing and implementing marketing initiatives that engage our target audience and promote our services.</p> <p>This is a unique opportunity to enhance your marketing skills while helping to build the brand of a forward-thinking, values-driven organisation. You'll receive direct mentorship, work in a flexible environment and have the chance to make a meaningful impact as we grow.</p>
<b>Safer Recruitment</b>	Marketing Assistants on placements will need to comply with all safer recruitment requirements prior to commencing their placement and throughout their placement journey with Little Giraffes.

## Section Two: Role Description

At Little Giraffes, we prepare role descriptions in line with our core principles. Our approach ensures that everyone at Little Giraffes understands how their role supports our core principles. All roles are reviewed annually as part of our self-evaluation and continuous improvement.

Our Core Principles	Specific Role Duties
<p><b>We ensure our people and practices are SAFE.</b></p>	<p><b>Safeguarding:</b></p> <ul style="list-style-type: none"> <li>• Ensure all marketing materials protect the privacy and dignity of children and families by adhering to organisational safeguarding procedures, data protection policies and consent requirements set by the Data Protection Officer.</li> <li>• Use photographs, names, testimonials and case studies only where appropriate written consent has been obtained and recorded and ensure all content complies with data protection and safeguarding guidance.</li> <li>• Handle all personal data collected through marketing activities securely, in line with GDPR and internal policies and promptly report or escalate any safeguarding or data protection concerns to senior staff.</li> <li>• Promote safe, respectful and inclusive messaging across all marketing platforms, ensuring content reflects the organisation’s values and does not expose children or families to risk or misrepresentation.</li> </ul> <p><b>Health and Safety:</b></p> <ul style="list-style-type: none"> <li>• Follow health and safety guidance and risk assessments when working in the setting or attending events, photoshoots, or promotional activities.</li> <li>• Follow safe digital practices, including appropriate screen use and secure handling of equipment.</li> <li>• Report any hazards or concerns observed during marketing activities to senior staff.</li> </ul> <p><b>Team Development:</b></p> <ul style="list-style-type: none"> <li>• Work collaboratively with colleagues to support marketing goals and campaigns.</li> </ul>

	<ul style="list-style-type: none"> <li>• Share insights from marketing performance, research and analytics to support team learning.</li> <li>• Contribute ideas creatively while being open to feedback and continuous improvement.</li> <li>• Support a positive, professional and inclusive team culture through effective communication.</li> </ul> <p><b>Quality:</b></p> <ul style="list-style-type: none"> <li>• Ensure marketing materials accurately reflect the organisation’s values, quality standards and regulatory requirements.</li> <li>• Maintain consistency and professionalism across all branding and communications following Little Giraffes brand guidelines.</li> <li>• Support quality assurance by reviewing content for accuracy, tone and alignment with organisational messaging.</li> <li>• Use performance analysis and feedback to improve marketing effectiveness and outcomes.</li> </ul>
<p><b>We maintain an OPEN approach within the setting.</b></p>	<p><b>Families:</b></p> <ul style="list-style-type: none"> <li>• Support positive and trusting engagement with families by contributing to clear, welcoming and inclusive marketing communications that reflect the diverse backgrounds, cultures and needs of families across the UK.</li> <li>• Assist in creating accurate and engaging content that keeps families informed about services, events and key updates, using both digital and print platforms to ensure information is accessible to all.</li> <li>• Help gather feedback, insights and perspectives from families through appropriate channels, using this information to support continuous improvement in marketing approaches and messaging.</li> <li>• Ensure all communications uphold Little Giraffes’ core value of inclusivity by representing families respectfully, using inclusive language and promoting a sense of belonging for every child and family within the community.</li> </ul> <p><b>Partnerships:</b></p> <ul style="list-style-type: none"> <li>• Support collaboration with external partners, suppliers and agencies to deliver marketing activity.</li> <li>• Identifying additional partnership opportunities for Little Giraffes to explore and support marketing activities.</li> </ul>

	<ul style="list-style-type: none"> <li>• Assist in coordinating communications and promotional materials with partners to ensure consistent branding.</li> <li>• Represent the organisation positively in all external communications and campaigns.</li> </ul>
<p><b>We embed FUN throughout our approach to learning.</b></p>	<p><b>Curriculum and Learning:</b></p> <ul style="list-style-type: none"> <li>• Supporting the team with embedding and learning accessible standards such as SCULPT principles.</li> <li>• Build a strong understanding of marketing best practice, digital platforms and analytics to support the delivery of engaging and effective campaigns.</li> <li>• Support the planning, delivery and evaluation of marketing initiatives, using performance data to inform learning and continuous improvement.</li> <li>• Support research into target audiences, market trends and competitor activity to inform strategy.</li> </ul> <p><b>Resources:</b></p> <ul style="list-style-type: none"> <li>• Assist in managing and maintaining marketing assets, content libraries and digital platforms to ensure materials are organised, accessible and used effectively across the organisation.</li> <li>• Use of SCULPT principles to make technologies more accessible.</li> <li>• Support the creation, organisation and distribution of a wide range of marketing materials, including blogs, flyers, newsletters and social media posts, ensuring consistency across all channels.</li> <li>• Ensure historical marketing resources being periodically checked for the same marketing plans, campaigns and organisational values.</li> <li>• Support the monitoring and use of basic marketing analytics to track performance and engagement, helping to identify opportunities to improve reach, audience interaction and overall effectiveness of marketing activity.</li> </ul>

### Section Three: Role Specification

<b>Qualifications and Training:</b>	<b>Essential</b>	<b>Desirable</b>
Currently studying or recently completed a qualification in Marketing, Communications, Business, Media, or a related subject.	X	
Willingness to learn digital marketing tools, platforms and organisational systems.	X	
Level 2 or above qualification in Marketing, Media, or Business		X
Training or coursework in digital marketing, social media, or content creation.		X
<b>Experience:</b>	<b>Essential</b>	<b>Desirable</b>
Some experience creating content (e.g. social media posts, blogs, school/college projects, volunteering).	X	
Experience using basic digital tools such as social media platforms, email, or websites.	X	
Experience supporting marketing campaigns or promotional activities.		X
Experience analysing engagement or performance data.		X
Experience conducting basic market research or audience analysis.		X
<b>Skills and Abilities:</b>	<b>Essential</b>	<b>Desirable</b>
Strong written and verbal communication skills.	X	
Creative thinking with attention to detail.	X	
Attention to details and accuracy.	X	
Ability to manage tasks, meet deadlines and work collaboratively.	X	
Ability to create simple visual or digital content (e.g. Canva, video, graphics).		X

<b>Knowledge and Understanding:</b>	<b>Essential</b>	<b>Desirable</b>
Basic understanding of marketing principles and brand awareness.	X	
Awareness of digital marketing channels such as social media, email and websites.	X	
Knowledge of social media analytics, SEO, or email marketing tools.		X
Understanding of audience segmentation and customer journeys.		X
Awareness of brand consistency and tone of voice across platforms.		X
<b>Little Giraffes All Roles:</b>	<b>Essential</b>	<b>Desirable</b>
Commitment to equality, diversity and inclusion.	X	
Commitment to our core principles and values.	X	
Commitment to continuous personal development and completing sector leading training.	X	
Commitment to meet the needs of the organisation including during periods of change.	X	
Commitment to safer recruitment including obtaining and maintaining a satisfactory Enhanced DBS and medical clearance.	X	

## Section Four: Appendixes (Separate Documents)

### 4.1 [Brand Values](#)

### 4.2 Safer Recruitment Policies