



# RECRUITMENT PACK

## MULTIMEDIA DESIGNER



FutureQuals®



01530 836668



JoinUs@futurequals.com



futurequals.com



One of the UK's **most progressive** awarding and End-Point Assessment Organisations





# FutureQuals<sup>®</sup>

## About Us

We are a forward-thinking, Learner-centric and customer focused awarding and end-point assessment organisation.

As an awarding organisation, we create, quality assure and certificate qualifications. We operate predominantly within the Pre-Hospital Care sector, but also work within Aviation, Care and Education & Training.

We don't deliver the qualifications, our customers the "FutureQuals Approved Centres" deliver them, think of them as schools.

We are also an end-point Assessment organisation, we assess apprentices at the end of their apprenticeship to make sure they have the knowledge, skills and behaviours needed to carry out their job.

## Our Mission

To provide Learners, Centres, and Organisations with respected, valued, inclusive and quality assured qualifications and assessments.

## Our Vision

We envisage a place in which every Learner achieves their full potential.

## Our Values

Visionary  
Supportive  
Innovative  
Professional

Visionary | Supportive | Innovative | Professional



## Role Purpose

To plan and execute marketing and communications activities across all organisations (Daedalus, FutureQuals, and Simulaids).

## Location

EMP House,  
Telford Way,  
Coalville,  
LE67 3HE

what3words location:  
sculpture.sizes.miles

## Working Hours

37.5 hours per week

Monday-Friday

0900-1700

(Hybrid working available for the right candidate)

## Salary

From £28,000

# JOB DESCRIPTION

## Key Responsibilities

- Create and execute marketing plans
- Plan and implement social media marketing campaigns
- Manage company websites and increase visibility
- Manage all social media channels
- Grow the image and video bank
- Ensure that all brands are consistently presented across all platforms
- Create visually appealing content using Adobe creative Suite - proofreading and checking the quality of the graphic work before use
- Monitor the success of marketing campaigns using web analytic tools. e.g Google Analytics, Google Ad Words, Google Shopping, Google Insights etc



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# PERSON SPECIFICATION

## Qualifications, Knowledge and Experience

- GCSEs in English and Maths at grade 4-9 (C or above)
- A minimum of three years experience of using Adobe Creative Suite

## Skills and Abilities

### Essential

- Strong background in digital marketing, including expertise in social media marketing, SEO, content marketing, and email marketing
- Experience of effectively managing marketing campaigns, ensuring they were executed on time and within budget.
- Experience of creating and successfully executing a marketing plan

### Desirable

- Experience managing marketing budgets effectively and efficiently
- Degree or Equivalent in Digital Marketing
- Chartered Institute of Marketing (CIM) Certification
- HubSpot Inbound Marketing Certification
- Google Analytics Certification
- Adobe Creative Suite Certification

## ICT COMPETENCY

- Advanced - adobe Creative Suite
- Advanced - Video Editing Software
- Advanced - Wordpress



## Values

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**Visionary**

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**Professional**





## Benefits

Other benefits of working at FutureQuals include:

- Free on-site parking
- 35 days annual leave (including bank holidays) FTE
- Free Employee Assistance Programme
- Free access to exclusive discount portal
- Training and development opportunities
- Modern air-conditioned offices
- Free electric car charging
- Dog friendly office
- Free tea and coffee
- Outdoor space
- Plus more



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**FutureQuals is a great place to work.**

**Here's what some of our brilliant staff had to say in our last Staff Survey**

*"Continuously looking for new ways to improve the company and further its growth"*

*"Engages with employees, listen to their ideas and regularly provide feedback"*

*"Staff motivated to grow and progress professionally"*

*"Excellent working environment"*

*"Great atmosphere in the office"*

*"Friendly team and understanding management"*

# Equality and Diversity



We believe diversity drives innovation and we are striving to build an inclusive culture at all levels of the organisation, where colleagues can learn, develop and thrive. We welcome applications from all sections of the community, regardless of age, race, colour, sex, marital status, religion, ethnic origin, nationality, disability or sexual orientation. Any appointment will be made on merit alone.



# How to Apply



Please send your CV and cover letter to:  
[JoinUs@FutureQuals.com](mailto:JoinUs@FutureQuals.com)

Closing date: 28/06/2024

Applications may close before the deadline, so please apply early to avoid disappointment



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