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Opportunity Details

Details Locked

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Caledonia Tutors - Marketing Assistant/Graphic Designer

Organisation: Mr Aidan Thomson
 Position title: Caledonia Tutors - Marketing Assistant/Graphic Designer
 Added: 26 Jul 2021
 Application close: 16 Aug 2021
 Commences: August-September 2021
 Contract Type: Permanent
 Contract Hours: Part Time
 Remuneration/ Pay rate: £9.20 per hour
 Location: Edinburgh

Details

About the Company

My name is Aidan Thomson and I own Caledonia Tutors (caledoniatutors.co.uk). We are an Edinburgh based tutoring company that tutors students from ages 9-18 in Edinburgh and Glasgow. We also now offer online tutoring services to students all over Scotland. I currently run all areas of Caledonia Tutors.

I am looking for someone to work with me on marketing and/or graphic design. The responsibilities of the candidate are flexible, and I am open to the job being adapted to suit the candidates strengths. Ideally the candidate will be with the company for a minimum of 18 months. This will allow their role within the company to grow as the company does. Initially they will be contracted to 6 hours per week, but this will be constantly under review and there may be an option to increase this incrementally up to around 12 hours per week or more.

Company Timeline

March 2018: 1st tutor hired
 May 2019: 8 tutors 15 students
 May 2020: 33 tutors and 110 students
 May 2021: 50 tutors and 170 students
 May 2022 75 tutors and 260 students (Aim)

Hours, Holidays and Pay

- Start date: August-September 2021 (flexible).
- Contracted hours: 6 hours per week.
- Location: You will be working remotely most of the time, though I may occasionally travel to meet with you in person.
- Flexible working hours: 3 hour call one day per week with me, 3 hours work in your own time (some weeks will be 2 x 3 hour calls with me).
- Holidays: 6 weeks paid holidays per year. You be required to take 2 weeks at Christmas and 2 weeks over summer.
- If requested in advance you will be able to occasionally split workload between weeks. For example if you had a busy uni week you could work 3 hours that week then 9 hours the next. Additional unpaid breaks may be possible over summer.
- Pay: £9.20 per hour
- Bonuses: Performance related bonuses will be awarded at the end of each academic year (Between £100-£500).

Your Role

Possible Responsibilities:

- Branding
- Monitoring and managing social media
- Devising and implementing marketing strategies
- Producing promotional materials
- Market research
- Blog posts (contacting tutors for blogs or previous customers)
- Content writing
- Depending on experience, SEO and website design

Software/platforms (knowledge of all of these is not required):

- Google Ads
- Facebook Ads
- Google Analytics
- Microsoft Packages
- HubSpot CRM
- Canva
- Visme
- Photoshop
- Email

Requirements of Candidates

- Studying a Communication Design/Graphic Design/Marketing/Business/Economics or related degree.
- Or have demonstrable digital marketing, graphic design or web development (you don't need experience in all of these areas).
- Must have a minimum 2.1 average.

Qualities of candidates:

- Be innovative
- Be organised and efficient
- Be hardworking and committed to tasks
- Be available for the advertised period

Job Incentives

- The job offers the perfect opportunity to gain experience of all aspects of marketing within a fast-growing, young and ambitious company. You will play a lead role from your first day with Caledonia Tutors. Depending on our growth as a company there may even be a full-time position available for you when you graduate.
- As the sole marketer for the company, any company growth in customer base can be directly attributed to your work - invaluable for your CV for future job applications.
- Flexible working hours and remote working.
- Work in a rewarding industry.

Additional Info

Contract will be subject to an 8-week trial period and may be terminated at any time before this date.

Application procedures

To apply fill in the form on the below link.

forms.gle/KxTyWuCX3WV6rov5

If you have any questions about the application process email aidan@caledoniatutors.co.uk. Applications close on Monday 16th August.

Careers Service Advice:

The Careers Service advise you do not exceed the University's recommended number of working hours per week;
 - 15 hours for Undergraduates students (up to 35 hours during vacation);
 - 15 hours for full-time, on campus Postgraduate Taught students.
 - 9 hours for Postgraduate Research students. Please check with your supervisor before committing to work.

For further guidance on combining work with studies, please visit the following website:

www.ed.ac.uk/careers/students/undergraduates/disco...

www.ed.ac.uk/careers/students/undergraduates/disco...

You can get recognition for this through the Edinburgh Award (Work Experience), apply at:

www.ed.ac.uk/careers/students/undergraduates/build...