

Disability Support Brand Ambassador

Department:	Marketing	Salary range:	£22,000 - £25,000
Reports To:	Disability Support Marketing Content Team Leader	No Direct Reports:	0
Location:	Office / Hybrid	Level:	

The Group

eQS's founding principle is to create a 'good business that does good' and the company has been driven by that ethos since 2006. Together, the Group's portfolio of diversity, inclusion and wellbeing businesses comprise the UK's leading Diversity, Equity and Inclusion (DEI) specialists. Now nearly 100-strong, the eQS workforce are united in a common goal: removing barriers to education, work and life, and transforming internal cultures to create social and business benefits on a national scale.

eQS has initiated a Group-wide DEI review, designed and delivered by our own workplace DEI division, EW Group and Challenge Consultancy. This project includes a comprehensive diversity audit across all areas of the business from recruitment, management, policies, communications, training and more to ensure all our practices are inclusive and support diverse talent. Black, Asian, minority ethnic and disabled people are currently underrepresented at eQS and are particularly encouraged to apply.

More information is available here: [Home – EQS](#).

Key accountabilities & responsibilities:

The Role

With a background in Marketing and a passion for growing relationships with customers, as **Brand Ambassador** you will be responsible for developing and delivering our lead generation activities to enable us to deliver growth of our disability support brands within the Higher Education, DSA and Access-to-Work sectors – principally Amano, Learning Labs and The Educational Guidance Service.

Working with our Content Team Leader, eLearning Designer and operations teams you will continuously develop your knowledge and expertise of our brands to become a subject matter expert within the marketing team. Using your copywriting skills and flair for marketing, you will **develop and deliver brand awareness programs** to both prospective and existing customers to expand our brand presence within our key sectors.

Your opinion matters, so we'll love it if you come to the management team with ideas on how we can improve our solutions.

We offer a hybrid working model, however you will be required to be in the office on some days, the ability to travel to our Hebburn office is required.

Your induction period will be office based.

Experience, knowledge, skills and competencies

Key Responsibilities:

- Formulate, develop, and maintain strong communication links and business relationships with new and existing stakeholders.
- Keep the stakeholder network up to date on the existing product range, new releases etc, by way of conducting customer product presentations, both physically at our own live events and virtually on webinars.
- Attend industry events, trade shows, conferences etc as the face of eQS Disability Support brands to promote the brands through networking, exhibiting and demoing the product and services of the Group.
- Plan and create engaging and high-quality promotional content (with the support of a graphic designer and Content Team leader) for use in meetings, presentations, at events.
- Plan and schedule engaging content for social media channels.
- Work with the eLearning Designer and Marketing Content Team Leader to carry out quality assurance on new content development to ensure it meets the brand's specifications and quality objectives.
- Work collaboratively within the marketing team and with the wider team to ensure brand consistency across all media.
- Manage marketing administrative tasks associated with the DS brand products and services sales.
- Work with the MD & marketing team to understand the brand's goals/objectives.
- Monitor and understand the brand's movement, pricing, and distribution patterns.
- Evaluate, report and meet and exceed set monthly targets.
- Provide insights and feedback on issues concerning the brands.
- Manage product user queries.

Essential Skills and Experience

- Ideally hold a marketing related qualification / certification or at least be able to demonstrate excellent knowledge or experience of marketing.
- Strong copywriting skills and an eye for design when creating content to support awareness campaigns for social media, presentations, events etc.
- Persuasive, influential and self-confident individual with excellent interpersonal awareness and communication skills.
- Self-motivated individual with ability to work under pressure and demonstrate good time management and organisational skills with a high level of pride in your work.
- Experience of and passion for brand promotional activity and building and sustaining customer relationships.
- Customer focused approach with drive to deliver improved customer satisfaction.
- Willing to learn new skills and develop existing skills.
- Portray a high level of professionalism and credibility while dealing with customers.
- 1-2 years' experience in a similar position.
- Computer literacy in application of Microsoft Word, Excel, Outlook and the ability to pick up CRM systems.
- Disciplined approach in adhering to internal procedures, systems of administration and data management.
- Able to adapt quickly to business priorities and to solve problems creatively and effectively.
- Has a 'can do' approach and work effectively as part of a team as well as independently.

- Happy to be part of a multi-functional marketing team and comfortable working with people at all levels of the company.

Desirable Skills and Experience

- Experience of the Disabled Students Allowance (DSA) or Access to Work funds and/or education sector, but not essential.
- Passionate about diversity, equity and inclusion (DEI) and staying up to date with important DEI topics in education and the workplace.
- Passionate about communications channels such as social media and staying up to date with the latest trends in reaching potential customers.
- Passionate about supporting accessible learning and development for all.

Your application

To apply, please send a CV and cover letter to careers@e-q-s.com.

If you feel passionate about this role but are not sure you meet all of the requirements, eQS encourages you to apply. Black, Asian, minority ethnic and disabled people are currently underrepresented at eQS and are particularly encouraged to apply.

Should you require any adjustments to support you in your application please contact us at careers@e-q-s.com.

Our Behaviours

Our Values

We are looking for candidates who share our values:




Genuine innovation can come from the silliest of ideas. We encourage each other to approach problems by **not worrying about making a mistake** and instead, proposing a ridiculous solution that asks, "why not...?" Channelling **entrepreneurial spirit** with a sense of **dynamism** has formed our **daring** and **confident** team. Because the traditional path does not always work when we are trying to change the world.



As individuals our people are unique, talented and important to us, and together we are **formidable**. We **embrace the diversity** of the individual and actively encourage **accountability** and **collaboration** towards the common goal. We believe in **inclusivity** and **equality** for all. We support one another by sharing our strengths, so that our weaknesses will fade.




We stick to our motto of being 'a good business that does good'. It is our mission to create a **positive catalyst of change** in people's lives, enabling them to **achieve goals** in education, work and life. In delivering this we are committed to our **responsibility to environmental and social values and financial stability**, leaving behind our own unique **legacy**.




Continuous Self Development

We believe that every experience teaches us something new and shapes the people we are. Our **listening, learning** and **critical thinking** helps make us professional **problem solvers**. It is our duty to help others **grow** and to **inspire** one another through our thirst for taking on **new challenges** with a **can-do attitude**. Our dedication to lifelong learning will support you in being the best you can be.



We tell it How it is

We get stuff done. Using our **straight-talking, knowledge-based logic** we keep our **focus** on the target. Our simple approach also helps keep things as **accessible** and **inclusive** as possible. In our **open** and **honest** culture we actively keep each other informed. This means we come to a great place to work in every day, alongside down-to-earth people who are **easy to work with**.



Work hard Have fun

We **work hard** for what we believe in and put effort into all we do, **celebrating successes** – right down to the everyday victories. It's important to have a **sense of humour** with all that work and life can throw at you, which means it's our **priority to maintain a healthy work-life balance** for our team. This shared attitude just makes us even more **proud of what we do** and why we do it.

We support our staff in fulfilling the values with our monthly Lunch 'n' Learn programme where members of the team take turns to lead a fun and interactive workshop (and lunch is included!) We also run a LEAD (Leadership Exploration and Development) Programme to support our management team in growing as leaders of the business.

Selection Criteria

A = Application form

P = Presentation

PI = Panel interview

Heading	Selection Criteria	Assessment Method
1. Knowledge	<p>Basic understanding of Diversity, Equity and Inclusion (DEI) topics and passion for the subject matter.</p> <p>Comprehension of client service-centred approach in a consultancy environment.</p> <p>Business acumen and ability to think commercially.</p> <p>Strong copywriting skills.</p> <p>Research and ability to create written content.</p> <p>Passion for communications channels and staying up to</p>	A, P, PI

	date with the latest trends such as social media networks.	
2. Technical/Administrative	<p>Strong IT/systems (Microsoft applications or equivalent) skills</p> <p>Data management and analysis skills</p> <p>Event management skills</p>	A, P, PI
3. Interpersonal and communications	<p>Excellent customer service and customer relationship skills</p> <p>Good professional spoken and written communication skills.</p> <p>High standards of accuracy and attention to detail</p> <p>Passion for continuous learning and helping to remove barriers to learning for others.</p> <p>Good people skills and ability to work collaboratively with colleagues across business functions</p> <p>Ability to work with external stakeholders</p> <p>Ability to describe and present work in front of groups of stakeholders</p>	A, P, PI
4. Initiative and independence	<p>Ability to organise, prioritise and schedule work within an agreed set of priorities or work programme</p> <p>Ability to multi-task in a fast-paced environment</p> <p>Effective problem-solving techniques</p> <p>Proactive approach and able to use initiative to make things happen</p>	A, P, PI

	Committed to high standards of quality	
5. Team working	<p>Experience of working as part of a team; briefing and working collaboratively with colleagues to deliver outcomes</p> <p>Flexible and receptive to change</p> <p>Ability to develop and maintain strong, effective and professional working relationships</p> <p>Ability to influence and negotiate with customers and colleagues with confidence and maintaining a positive and creative working relationship</p> <p>Ability to join and contribute to short term or ad hoc working groups around particular projects</p> <p>Ability to work across ad hoc or virtual teams including external stakeholders</p>	A, P, PI