



Job Description

Job Title: Communications and Marketing Assistant

POSCODE: 01372

Grade: H

Overall Purpose of Role

Reporting to the Communications and Marketing Manager, this role requires a proactive and creative Marketing and Communications Assistant to support the communications and marketing team in a variety of key tasks. You will assist with creating social media content, producing marketing materials, creating written content and providing support to ensure the smooth running of campaigns and projects.

This role will work across the marketing and communications team, co-ordinating, external and internal communications and marketing activity

Main Accountabilities

1	To support the Trust communications and marketing objectives.
2	Create and schedule social media content to support campaigns including video content.
3	Assist in the design and production of marketing materials to support campaigns.
4	Developing written content for webpages, articles and news releases.
5	Organise and maintain a digital library of images and videos, ensuring assets are easily accessible for campaigns, internal comms and other projects.
6	Provide general administrative assistance to the team, such as arranging printing, raising purchase orders, filing campaign material and managing media lists and contacts.
7	Support wider team in evaluating the impact and return on investment of marketing activity through data collection, performance tracking, and contributing to campaign reviews.
8	Regularly monitor all social media accounts responding to comments, direct messages etc.
9	To demonstrate awareness/understanding of equal opportunities and other people's behavioural, physical, social and welfare needs.
10	To ensure that reasonable care is taken at all times for the health, safety and welfare of yourself, others and to comply with the policies and procedures relating to health and safety with the Trust.

Safeguarding commitment We are committed to safeguarding and promoting the welfare of children and young people/vulnerable adults. We require you to understand and demonstrate this commitment.

Person Specification

Qualifications, Knowledge, Skills and Experience

Minimum level of qualifications needed for this post

Qualifications Required	Subject	Essential/ Desirable
Have a media, marketing or PR related Level 3 qualification or experience of working in a media, marketing or PR related environment.	Communications, Marketing or Public Relations	Essential
Degree in marketing, media or PR related subject	Communications, Marketing or Public Relations	Desirable

Minimum levels of knowledge, skills and experience required for this post

Identify	Details	Essential/ Desirable
Knowledge:		
Communications and Marketing	An understanding of, and interest in, communications, engagement, media relations, effective targeting of communications and engagement tools.	Essential
Social media	Have a sound knowledge and experience using social media including Facebook, Instagram, LinkedIn, YouTube and TikTok.	Essential
Public Sector (Children's services)	Have an understanding of local government and in particular children's services.	Desirable
Skills:		
Communication skills	Be able to demonstrate excellent written and verbal communications skills, including experience producing written communications (e.g. web pages, articles). Be confident, with the ability to liaise with a range of people at different levels including senior managers, councillors, media, partners and community groups and understand good customer service.	Essential

Organisational skills	Good organisational skills to include time-management and attention to detail. Able to plan and prioritise workload to meet deadlines.	Essential
IT Literacy	Knowledge of Microsoft 365 Office programmes including Outlook, Teams, Sharepoint, Word, Excel and Powerpoint and have a willingness to learn new applications and technology as appropriate.	Essential
Team work	Able to work as part of a team and build relationships with colleagues.	Essential
Innovation, creativity and initiative	Ability to recommend innovative solutions to maximise the Trust's communications and marketing objectives. Be creative and ambitious approach to work as well as motivated and enthusiastic and know when to use your initiative.	Essential
Social media	Able to create content for a variety of social media platforms, schedule the content, monitor and evaluate the performance.	Essential
Experience:		
	Some experience or education in marketing, communications, or a related field (internships, volunteer work, etc.)	Essential
	Proven experience of creating content for social media including video	Essential
	Have experience of working with customers and a strong commitment to providing excellent customer service.	Essential
Equal opportunities	Ability to demonstrate awareness/understanding of equal opportunities and other people's behaviour, physical, social and welfare needs	Essential

Disclosure level

What DBS Level is required for this post?

None	<input checked="" type="checkbox"/>
Standard	<input type="checkbox"/>
Enhanced Child Only	<input type="checkbox"/>
Enhanced Child/Adult Bar	<input type="checkbox"/>

Working Arrangements

What work type does this role fit into? (tick one box that reflects the main work type, the default workers type is flexible)

Fixed	<input type="checkbox"/>
Flexible	<input checked="" type="checkbox"/>
Field	<input type="checkbox"/>
Home	<input type="checkbox"/>