

## **JOB DESCRIPTION**

**Job Title:** Marketing & Fundraising Assistant

**Accountable to:** Head of Marketing, Communications and Business Development

### **Main Responsibilities**

The Marketing & Fundraising Assistant is responsible for ordering and distributing marketing and fundraising materials, updating online platforms, and handling general administrative tasks such as responding to enquiries and managing email accounts. This role involves creating, scheduling, and posting social media content, supporting service managers and Media Champions requests for posting social media, and monitoring social media for complaints or messages.

Supporting both the fundraising and marketing functions, the post holder will update databases on corporate/media contacts. Additionally, the assistant will search for media coverage, produce analytics reports, and keep the social media calendar up to date. They will update third-party listings, coordinate with departments for updates, assist with events and perform any other tasks as required.

This role requires strong organisational skills, attention to detail, and the ability to work collaboratively with various teams and stakeholders.

### **1. General Administrative Support**

- Respond to enquiries about marketing and fundraising activities.
- Maintain accurate records of activity undertaken and provide progress updates.
- Order, collate and distribute marketing & fundraising materials
- General admin tasks e.g. initial response to enquiries/ media, monitor and respond to the marketing/fundraising email accounts
- Assist with proof reading materials prior to publication.
- General administrative tasks to support the day-to-day operation
- Support with amendments and updating of the website and any marketing/ fundraising collateral
- Collate data and analytics for reports, including the Board Report and Annual Impact Report
- Liaise with and collate information from service managers for example for the Annual Impact Report
- Effectively communicate with Age UK national as required
- Provide support when the Marketing Exec & Fundraiser are off e.g annual leave

### **2. Marketing and Fundraising**

- Update and amend website, Google Business accounts, third-party listings, posters and marketing/fundraising materials
- Assist with the marketing and fundraising campaigns

- Arrange the print and distribution of collateral, liaising internally to establish departmental requirements (this includes booklets, banners & signage)
- Collate data and analytics for reports as required, such as Google Analytics and Meta Business Suite

### **3. Social Media**

- Create, schedule and post social media, supporting service managers, fundraising and Media Champions
- Monitor social media for complaints or urgent messages, responding as agreed
- Media monitoring – regularly search for media coverage
- Highlight any negative/concerning comments on social media to your line manager with immediate effect and await their comments before publicly responding
- Keep the Social media calendar of events up to date

### **4. Media and events**

- Take media enquiries and liaise with the Marketing Exec to support with enabling media coverage.
- Support at corporate and fundraising events, including supporting volunteers
- Keep updated the list of media contacts and pieces of media each month

## **Training and Development**

1. Undergo mandatory and departmental training and development as required.
2. Evaluate training undertaken and integrate it into your work programme.

## **Health and Safety**

1. Adhere to AULS&R's Health & Safety Policy and related policies mentioned therein.
2. Where applicable ensure project activities are risk assessed in line with the organisation's Health and Safety policies and procedures.

## **Working Practices/General**

1. As well as the Health & Safety policies and procedures above, adhere to and implement all other AULS&R's policies and procedures as well as the Personal Care Policies if relevant to your role.
2. AULS&R is committed to its charitable aims and fundraises in order to provide accessible services for the older people of Leicester, Leicestershire and Rutland. AULS&R expects all its employees to partake, when possible, in events which support these charitable aims.
3. AULS&R expects all staff to have basic IT skills to enable them to use the systems within the organisation and have a willingness to embrace new technology as it is introduced. Training will be provided to staff who require it.
4. To undertake any other duties that may reasonably fall within the purview of the job.

**This Job Description sets out the responsibilities of the post at the time it was drawn up. Such responsibilities may vary from time to time without changing the general character of the post or level of responsibility entailed. Variations are a common occurrence and do not of themselves constitute additional responsibilities.**

**Signed:** \_\_\_\_\_ **Date** \_\_\_\_\_

**Please print name:** \_\_\_\_\_