

Age UK Bournemouth **Job Description**

POST TITLE:	Marketing & Social Media Assistant
SALARY SCALE:	£12200pa
HOURS:	18 hours per week
RESPONSIBLE TO:	Chief Executive and ultimately the Board of Trustees
PLACE OF WORK:	700 Wimborne Road Winton
PURPOSE:	To be responsible for the ongoing marketing and communication for the charity

Main Tasks

- Be responsible for the Marketing, publicity, and communication for the organisation
- To create adverts, marketing materials and communication tools for the organisation
- To update our leaflets as and when needed and liaise with the office manager regarding ordering
- To update our website
- To use our social media platforms to advertise our services and activities
- Produce a monthly activity program
- To produce a monthly organisational update for staff and volunteers
- To work with Managers regarding publicity of services

General

1. To ensure that Age UK Bournemouth, Poole and East Dorset policies and procedures adhered too.

2. To undertake any other reasonable duties as requested by the line Mangers, Chief Executive or Trustees.

The job description is not intended to be exhaustive. The post holder will be expected to adopt a flexible attitude to the duties which may have to be varied (after discussion with the post holder) subject to the needs of the organisation, and in keeping with the general profile of the post.

Person Spec

- Great knowledge of social media platforms
- Video creation/ editing skills
- Knowledge of Adobe and / or other online design tools
- Knowledge of design software, including Photoshop, InDesign and/ or Illustrator
- Ability to Identify and react to relevant, emerging topics
- Able to plan ahead
- Excellent written and verbal communication skills
- Be able to collaborate with different departments
- Attention to detail is a must