**Job Description**

**Marketing Assistant**

**Responsible to:** Deputy Chief Executive

**Responsible for:** Age UK Bradford District’s marketing activities

**Purpose of the job:**

The Marketing Assistant will ensure that all aspects of the charity’s marketing activities are delivered effectively to maximise awareness levels resulting in more people accessing the charity’s services and increased levels of income.

They will manage the marketing and promotion of all the Charity’s services with a focus on raising public awareness including with commercial and corporate partners.

Together with the Deputy Chief Executive, they will also be responsible for promoting ‘added value’ opportunities afforded through online sales platforms; upcycling schemes and the charity’s retail functions.

The post holder will work as part of the Business Development team and will be required to represent the organisation at internal and external events.

**Main Responsibilities**

* To manage the charity’s website in order to raise awareness levels and generate interest in the range of services and income generation activity delivered by the organisation
* To manage the charity’s social media accounts and activity
* To manage the marketing and promotion of all aspects of the charity in a consistent manner that promotes the brand and values of the charity in conjunction with the Deputy Chief Executive
* To produce posters and leaflets to promote the activities of the charity
* To ensure that the charity is presented in the best possible manner in respect of internal and external events and activities with particular reference to ensuring that suitable materials and equipment are utilised

**Customer Service:**

* To provide an excellent customer experience and to have a good, broad knowledge of all Age UK services
* To ensure that marketing materials are delivered to Community Hubs and other locations as required and displayed effectively and consistently

**Sales:**

* Assist the ~~Senior~~ Retail Leads ~~Manager~~ in achieving sales targets through effective marketing
* Utilise commercial tools to identify opportunities to maximise sales of different product categories

**Administration and Security:**

* Ensure that all relevant administration is completed to given deadlines

**Health & Safety:**

* Help to provide a safe environment that protects all staff, volunteers and the public
* Comply with all Health & Safety (H&S) requirements including risk assessments and fire drills
* Report any maintenance or H&S issues to the Deputy Chief Executive in a timely manner

**General:**

* Be willing to work additional hours and perform other duties as and when required
* Travel to meetings, training sessions and Community Hubs as required
* Have a detailed knowledge of Age UK Bradford District structures and current activities
* Engage in and support fundraising and marketing initiatives
* Build and develop positive internal and external relationships to ensure maximum income levels for the charity

**Person Specification**

1. Good general education including Maths and English
2. Knowledge of website management and social media
3. Experience in a marketing environment
4. Strong organisational skills.
5. Excellent customer service skills including an ability to communicate effectively with customers
6. Excellent IT and numeric skills and experience of using MS Office and Apple software
7. Ability to maintain a high degree of confidentiality.
8. Ability to work in pressured environment
9. Very flexible approach to work and hours
10. Willingness to attend training events as and when required
11. A full driving licence and access to a vehicle is desirable
12. A commitment to the values of Age UK Bradford District

**Age UK Bradford District Values**

* **Person Centred:** 
  + We will listen to, engage and work with people to identify and develop their own solutions and responses
  + We’ll listen to people to find out what is important to them.
* **Inclusive:** 
  + We value everyone
  + We treat people with dignity and compassion
  + We will treat people as individuals with their own unique experiences and strengths
* **Empowering:** 
  + We support people to make their own decisions
  + We will enable people and their communities to provide mutual support
* **Connected**
  + We are one team
  + We are collaborative
  + We are better when we work together
  + We involve & link people and their communities in shaping what we do
* **Authentic**
  + we will be genuine and realistic about what we do and what we can offer,
  + we will be dependable and reliable
  + We will be transparent