

Marketing & Communications Assistant

About the organisation

Age UK Lincolnshire is an independent local charity and a valued member of the Age UK brand partnership. We are a dynamic, forward-thinking, and welcoming organisation, dedicated to supporting over 6,000 people across the county every month. With offices and retail outlets throughout Lincolnshire, we offer a wide range of services, social groups, and activities designed to help older people stay independent, active, and enjoy a fulfilling later life.

Our vision – **a world where older people flourish** – is delivered in the pursuit of our strategic priorities and values:

To improve the lives of older people

Caring & Understanding

To increase our organisation's financial sustainability and contribution to the local economy

Dedicated & Passionate

To be leaders in providing high quality services and achieve customer excellence

Dignity & Respect

To be a partner of choice

Independence

To be an employer of choice for staff and volunteers

Compassionate

We're a growing organisation with over 260 dedicated employees working across 19 departments, supported by more than 200 passionate volunteers. As we continue to expand, we're looking for talented individuals who share our vision and values to join our team. If you're inspired by our mission, aligned with our strategic priorities, and committed to making a difference in later life, we'd love to hear from you.

Our recruitment and selection process

To ensure a fair and consistent approach, all candidates must complete our [application form](#) we do not accept CVs. The form is designed to capture key information about your employment history, qualifications, and skills gained through work or education.

We encourage applicants to refer closely to the job description and person specification when completing their application. This helps demonstrate your understanding of the role and how your experience aligns with our requirements.

Once the job advert closes, applications are reviewed by the hiring manager for shortlisting. In some cases, applications may be considered before the closing date if we receive a high volume of interest.

Interview Process and Reasonable Adjustments

At Age UK Lincolnshire, we aim to make our interview process as welcoming, fair, and accessible as possible.

If your application is shortlisted, you will be invited to attend an interview, which may be held in person or via video call (Microsoft Teams) depending on the role and circumstances. During the interview, we'll explore your experience, skills, and alignment with our values and the requirements of the role.

We are committed to ensuring that all candidates have equal access to opportunities. If you require any reasonable adjustments to support you during the recruitment or interview process; such as accessible formats, additional time, or alternative arrangements please let us know when you are invited to interview. We will do our best to accommodate your needs.

Job Description

Job title:	Marketing & Communications Assistant
Department:	Marketing
Location:	Lincoln (36 Park Street, Lincoln LN1 1UQ) with some work in the community
Hours of work:	35 hours per week
Contract:	Permanent
Responsible to:	Marketing & Communications Manager
Job purpose:	Working as part of the Marketing & Communications Team, you will support the promotion of Age UK Lincolnshire's services, activities and campaigns both internally and externally. You will help create and share engaging communications through a range of channels including digital, print, social media, events and community engagement activities. Working closely with colleagues across the organisation, you will help ensure key messages reach the right audiences and support the charity's objectives. As part of a small and busy team, you will contribute across a wide range of marketing and communications activities and may take a lead role in designated areas of work, while remaining flexible to support wider departmental priorities as required.

Key Responsibilities:

Marketing & Communications Support

- Support the promotion of Age UK Lincolnshire's services, campaigns, fundraising activities and organisational priorities.
- Work with colleagues to gather information, success stories, case studies and content for use in marketing and communications activities.
- Assist with the planning, coordination and delivery of marketing campaigns and projects.
- Support the development of internal and external communications that engage key audiences.
- Help maintain positive relationships with community groups, partners, supporters and other stakeholders.

Content Creation & Digital Communications

- Create and update content for social media, websites, newsletters and other communication channels.
- Produce marketing materials including leaflets, posters, presentations and promotional resources.
- Support the maintenance of the charity's website, ensuring information remains accurate and up to date.
- Assist with photography, video content and the creation of digital assets where appropriate.
- Contribute to maintaining the organisation's brand guidelines and visual identity.

Community & Events Support

- Assist with promoting and supporting events, campaigns and community engagement activities.
- Attend events, meetings and locations across Lincolnshire where required to gather content and represent the organisation professionally.
- Support colleagues to ensure marketing activity reflects service delivery and organisational priorities.

Reporting & Administration

- Support the collection of data and information to help measure the effectiveness of marketing activities.
- Help maintain marketing records, content libraries and communication resources.
- Assist with obtaining quotations, coordinating suppliers and supporting the administration of marketing projects.
- Help ensure work is completed within agreed timescales and priorities.
- Undertake all other reasonable duties as directed by your Line Manager to support the ongoing operation and success of the team.

Person Specification

E	Essential	D	Desirable	A	Application	I	Interview
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Experience

Experience of planning and executing marketing strategies.	D	A/I
Experience and evidence of marketing and PR, including media, social media and online.	E	A/I
Experience of forming partnership relationships with internal and external stakeholders including the press.	E	A/I
Experience of working to the Fundraising Code of Practice.	D	A/I
Evidence of face to face customer service.	E	A/I
Experience of managing a busy workload and multiple projects.	E	A/I
Experience in managing print and production along with a practice of wider marketing and communications techniques.	D	A/I

Experience of planning and managing social media platforms (Facebook, Instagram, Pinterest, Twitter, YouTube).	E	A/I
Experience of working with Google analytics.	D	A/I
Graphic design skills to create campaign visuals for website banners, email marketing, Instagram posts and stories, and other projects.	D	A/I

Knowledge

Understanding and appreciation of the needs of older people and persons at risk.	E	A/I
Knowledge and understanding of GDPR and Information Governance.	E	A/I
Excellent two-way communication skills with proven ability to communicate effectively both verbally and in writing and liaise effectively with people at all levels and from a variety of cultural backgrounds.	E	A/I
High level of computer literacy, for word processing, emailing, record keeping, web-based research, website and social media.	E	A/I
Excellent planning, organisational and creative writing skills.	E	I
Awareness of the function of Age UK Lincolnshire's services and support.	D	A/I

Education & Qualifications

Relevant qualifications in Marketing & Communications.	D	A/I
Evidence of training and ongoing development.	D	A/I

Personal Qualities

Well-presented	E	I
Professional with the ability to maintain confidentiality levels at all times.	E	A/I
Self-motivated but to identify when to ask for support.	E	A/I
Approachable, empathetic, friendly and able to get on with others and be a strong team player.	E	A/I
Willing to accept instruction and responsibility.	E	A/I
Excellent organiser, proactive and a good time keeper.	E	A/I
Flexible approach, enthusiastic and outgoing.	E	A/I
Creative, dynamic and have innovative qualities.	E	A/I
Good local knowledge of services for older people.	D	A/I

Additional Information

Using your car

It is an essential requirement to have a full UK driving licence with access to your own car. You must provide your driving licence, proof of vehicle insurance with business use and the make, model and colour of your vehicle.

Mileage

We pay 45p per mile up to 10,000 miles and a reduced rate thereafter.

Probation Period

All employees at Age UK Lincolnshire are subject to a four-month probationary period. This allows

both you and the organisation time to ensure the role is the right fit, and to provide support and feedback as you settle into your position. During this period, performance, conduct, and overall suitability for the role will be reviewed in line with our policies and values.

DBS (Disclosure & Barring Service)

This post requires a Basic DBS check (adult's barred list).

Conditions of Employment

- Receipt of two satisfactory references (one must be a professional reference from your current or most recent employer; neither may be related to you)
- Proof of your right to work in the UK (please visit <https://www.gov.uk/prove-right-to-work> to find out what documents we can accept as proof of identity)
- A satisfactory enhanced certificate issued by the Disclosure and Barring Service (please visit <https://www.gov.uk/government/publications/dbs-identity-checking-guidelines/id-checking-guidelines-for-standardenhanced-dbs-check-applications-from-1-july-2021#group-1-primary-identity-documents> to find out what documents we can accept as proof of identity)

To find out more about this role please email HR@ageuklincolnshire.org.uk or call 01522 696 000 and ask to speak to a member of the HR team.