

## JOB DESCRIPTION

**Marketing and PR Assistant Coordinator**

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| **Post Title:**  **Department:**    **Responsible to:**  **Based:** | Marketing and PR Assistant Coordinator  Fundraising and Communication  Marketing and PR Coordinator  Home-based but with some regular office-based working | **Pay Scale:**  **Hours of Work:**  **Tenure:**  **Date of issue:** | £6,365 per annum  AUNN Band C (£19,627.72 p/a, FTE)  12 hours per week    Permanent  **September 2021** |

**PURPOSE OF THE DEPARTMENT/SERVICE**

To ensure the people of Nottingham and Nottinghamshire know about our services, know how to access them and who they can turn to for help. The department communicates directly through our website, social media channels, press releases, and supports other teams within the charity to communicate through various marketing and PR activities.

The department provides internal services to all departments across the charity and is responsible for providing all in-house communications across the various platforms.

It is mainly a desk-based role but there will be occasional opportunities to support and/or deliver physical events.

**PURPOSE OF THE POST**

The Marketing Assistant Coordinator will provide generalist support to the Marketing and PR Coordinator and Innovations and Communications Director to ensure service excellence across the marketing and PR functions. The Assistant Coordinator will support the implementation of comms delivery plans, analysis of data, help to run campaigns, and support fundraising activities.

The role will involve the production of marketing collateral, brand development, communication and PR activities.

**KEY DUTIES & RESPONSIBILITIES**

The post holder is expected to demonstrate an acceptable level of competence in their role for each of the key duties and responsibilities listed below. Competence means demonstrating the required skills, abilities, attitude and behaviours in your work role.

**Marketing**

* Supporting the production of marketing materials (leaflets, posters, reports, signage) according to brand guidelines
* Supporting the development of impact materials (case studies, testimonials, customer feedback) to promote the value of the charity’s services
* Monitoring and reporting on data analytics to measure our impact and influence within the wider community
* Administration tasks such as obtaining external quotes for services such as printing or sign production

**PR**

* Responding to general queries about our charity and its services
* Maintaining our comms databases in line with prevailing regulations
* Maintaining and developing our media contacts database
* Supporting social media activity across various platforms – website, Twitter, Facebook and Instagram and any future additions
* Copywriting opportunities for internal and external publications
* Providing in-person support at key events
* Opportunities to deliver awareness raising talks to local community groups

**Additional Information**

This is a varied role and a chance to practice existing skills or to learn new ones. It is based on building effective relationships and combining those with technical skills to provide excellent customer service both internally and externally.

We’re looking for someone bright, curious, and committed to the ethos of the voluntary sector. We offer development opportunities and a chance to flex creative muscles and we’re looking for someone who can make a positive contribution to the success of our charity.

**Charity Responsibilities - Standard Clauses**

Your Needs

* You will keep under review your own developmental needs, keep yourself informed of current issues and be alert to the Age UK Notts training programmes and policies and attend all supervision meetings advised by your line manager. It is your responsibility along with your line manager to identify training and development needs and to inform your line manager of these (C&C, P&O).

Equality and Diversity

* You will uphold the Age UK Notts Equality and Diversity policies and practices thereby promoting fair and quality services to all. If Age UK Notts deems you have breached any of these policies, this may be dealt with under the disciplinary procedure. All policies can be viewed on The Oracle - please ensure you refer to the Equality and Diversity Policy and the Bullying and Harassment Policy (Q, CF).

Health and Safety

* You will take reasonable care for your health and safety and have regard to other persons who may be affected by the performance of your duties, in accordance with the provisions of Health and Safety legislation and actively encourage, promote and reinforce all Health and Safety procedures in accordance with the guidelines laid down in the Age UK Notts Health and Safety Manual (Q).
* You will exercise proper care in handling, operating and safeguarding any equipment or appliance provided, used or issued by Age UK Notts or provided by a third party for individual or collective use in the performance of your duties (Q, C&C).

Safeguarding

* You will raise any concerns regarding safeguarding and report all allegations of abuse in line with the Age UK Notts Safeguarding policy (Q, CF, C&C).

Customer Care

* You will promote and deliver services in a way which is sensitive and responsive to those receiving such services and be aware of and implement the Age UK Notts customer care policies and service level agreement requirements (if applicable) (C&C, Q, CF).

Professional Integrity

* You will maintain at all times the professional integrity of the Charity and represent its main interests in any dealings with other bodies, groups and individuals (CF, Q).

Quality Assurance

* You will uphold and proactively contribute to the Age UK Charity Quality Standard (Q, CF).

Other

* Participate in, and promote fundraising & income generation (CF, C&C).
* Promote all Age UK Notts services and trading products (CF).
* You will attend staff meetings, the annual staff conference and other meetings as requested in order to keep up to date with information within the Charity (CF, C&C, Q).
* You will provide for your line manager regular timesheets, and any other reports or information as required (C&C).
* You will carry out any other specified tasks that may be reasonably required by the relevant Manager, with the proviso that any changes of a permanent nature will be included in the job description (TW).

This job description is intended as a summary of the main elements of the job described. They may be varied from time to time in consultation with the job holder without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.

**I confirm that I have discussed the content of this Job Description with my line manager and that I understand its content.**

**Name of Employee:**

**Signature of Employee: Date:**

**Name of Supervisor:**

**Signature of Supervisor: Date:**

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**Person Specification**

**Marketing and PR Assistant Co-ordinator**

**Please indicate on enclosed application form evidence to show why you fulfil each individual point below:**

## Essential Requirements

1. Creative skills and ability to write engaging yet professional copy for a variety of platforms and publications within our brand guidelines
2. Good communication skills with a good grasp of grammar and ability to communicate effectively
3. Knowledge of maintaining websites using content management systems
4. Good people skills and ability to build supportive relationships across multiple teams
5. Excellent time management skills and ability to juggle multiple deadlines
6. Knowledge and understanding of Equality and Diversity issues and a commitment to implement the Age UK Notts Equality and Diversity policy. (C&C, Q, TW, CF)

# Desirable Requirements

1. Relevant experience within the field of older people’s issues or community/voluntary sector experience
2. Knowledge and/or experience of using MailChimp, website and social media analytics
3. Experience or knowledge of using video editing software
4. Curiosity about the experiences of older people and the issues that affect them



**Summary of Main**

**Conditions of Service**

# Marketing and PR Assistant Coordinator

**Salary:** £6,365 per annum, AUNN Band C (£19,626.72 p/a FTE)

**Start Date:** As soon as possible

**Hours of Work:** 12 hours per week (shift pattern to be worked on Thursdays and Fridays)

Age UK Notts consider a full-time working week to be 37 hours, Monday to Thursday 9.00 a.m. to 5.00 p.m. and 9.00 a.m. to 4.30 p.m. Friday with 30 minutes for lunch (which is unpaid). Age UK Notts operates a scheme of flexible working hours.

**Holidays:** 24 working days (pro rata for part time hours). Employees are granted 8 Public Holidays. One additional days’ leave is added to the annual leave entitlement for each year of service up to a maximum of 8 additional days.

**Mileage**

**Allowance:** Currently 45p per mile.

**Pension:** The Charity will contribute 4% of basic salary into our NEST pension scheme after 3 months service, with an employee minimum contribution of 4% (in line with auto-enrolment rules). However, employees may contribute more than the minimum required employee contribution.

**Place of Work:** To be based at home with regular office-based activities in one of our Office Hubs.

**Timetable for Appointment**

**Post Advertised:** 11th October 2021

**Closing Date:** 26th October 2021

**Short-listing:** 1st November 2021

**Interviews:** 10th November 2021 (via Teams)

**N.B.** Due to financial constraints, applicants who are not short-listed will not be notified. If you have not received an invitation to attend an interview within three weeks of the closing date you may assume that your application has not been successful.