

## JOB DESCRIPTION

<b>JOB TITLE:</b>	Communications & Marketing Assistant
<b>MANAGED BY:</b>	Digital Content Manager
<b>GRADE:</b>	6

### ROLE OVERVIEW

<p><b>Key accountabilities:</b></p> <p><b>Key relationships:</b></p>	<p>Reporting to the Digital Content Manager, this role requires a proactive, creative and digital-first Marketing &amp; Communications Assistant to support the team in a variety of key tasks.</p> <p>This role will work across the Marketing and Communications team, supporting the creation and design of website content, social content, copywriting, graphic design, and marketing activity. The role will also provide essential administrative support to ensure the smooth running of our digital and marketing channels and services.</p> <p><b>Key Attributes:</b></p> <ul style="list-style-type: none"> <li>• <b>Organised:</b> Detail-oriented with the ability to manage multiple priorities</li> <li>• <b>Creative:</b> A creative individual who can assist in the development of marketing materials and contribute to campaign ideas.</li> <li>• <b>Efficient:</b> Able to handle administrative tasks such as managing purchase orders and supporting the smooth operation of the marketing team.</li> <li>• <b>Adaptable and Proactive:</b> A resourceful individual who can handle shifting priorities and take the initiative in a fast-paced environment.</li> </ul>
--	--

### KEY RESPONSIBILITIES

- Support the Digital Content Manager with content creation and editing for our websites.
  - Create and edit webpages in line with internal requests, applying website content design best practice.
  - Proofread, edit, and amend content based on qualitative and quantitative insights and stakeholder feedback, ensuring language is clear, audience-first, and aligned with the correct tone of voice.
  - Promptly upload news releases to the website.
  - Ensure all content adheres to the organisation’s editorial and accessibility guidelines, using plain English and tailoring messages by audience. Test and enforce accessibility standards using Adobe Acrobat Pro.
- Own email communications to our newsletter subscribers, writing, designing and sending newsletters in Dotdigital.
- Ad hoc creation of landing pages and forms in Dotdigital.
- Manage Dash, our photo library.
- Assist in the design and production of marketing materials such as brochures, flyers, exhibition materials, adverts and videos.
- Support with the forward planning and scheduling of social content, using horizon scanning, awareness days, and political events.
- Manage the creation and promotion of events in Ticket Tailor and on the website.
- Provide general administrative assistance to the marketing team, such as booking media, raising purchase orders, filing campaign material and managing supplier lists and contacts
- Manage daily comms inbox monitoring, and social inbox monitoring.
- Support wider team in evaluating impact and return on investment of marketing activity.

## PERSON SPECIFICATION

### ESSENTIAL (MUST HAVE)

- Good copywriting and editing skills, capable of crafting audience-focused, clear, and impactful content aligned with organisational goals.
- Some experience in leveraging social media and email marketing for communications, campaigns and engagement, with an understanding of emerging trends and platforms.
- Working knowledge of website content management systems, ideally Wordpress.
- Some experience in creating accessible and inclusive digital content.
- Some experience using design tools, such as Canva or Photoshop.

- An understanding of politically sensitive work, with people skills for managing relationships with stakeholders, including senior leadership.

## DESIRABLE

### Qualifications, Knowledge, Experience, Skills, Competencies

- Some experience using analytics tools to measure performance and derive insights. Preferably Google Analytics.
- Understanding of WCAG 2.2 Accessibility Principles
- Experience working in a complex, political, multi-stakeholder environment