

<b>Job Title:</b>	Marketing & Office Assistant
<b>Post Number:</b>	EFT 93
<b>Hours:</b>	Part time (22.5 - 25 hours per week)
<b>Salary:</b>	£20,319 - £21,189 (f.t.e.)
<b>Holiday:</b>	25 days + bank holidays (f.t.e.)
<b>Pension:</b>	Pension scheme available, up to 6% match

### **Main purpose of post**

The Marketing & Office Assistant is a key player within the team and will be responsible for carrying out day to day marketing and office duties to ensure the smooth running of the office and reception. Assisting the Office Manager to promote the charity's core activities, achievements, projects and services to our local community. The role will also involve supporting other Trust projects, fundraising and general administration.

The post holder will:

- design and produce promotional and fundraising materials
- plan, create and schedule social media content to recruit volunteers, raise the trusts profile, promote events and other ways to support the charity
- write new website content as required
- respond promptly to enquiries via our channels
- contribute to the charity's wider marketing activity by writing, promoting and distributing press releases, newsletters and internal communications
- taking photographs/videos and collecting positive testimonials from across the charity
- link with community centres, schools and partner organisations
- liaise with a range of internal and external stakeholders

This job description sets out the duties of the post at the time it was drawn up. Such duties may vary from time to time 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.

There will be elements in the role which will follow a routine, but a large percentage of the work will vary according to the needs of staff and organisations. To carry out the above duties in accordance with the Education Futures Trust's policies and procedures; in particular to understand the responsibilities for safeguarding and child protection. The post is subject to an enhanced DBS check.

**Our children. Our families. Our community.**

Registered Charity Number: 1146171

Company Number: 7852922

### **Job Description: Marketing & Office Assistant**

#### **Main tasks:**

1. To actively monitor and engage with various social media platforms such as Facebook, Twitter, LinkedIn, Instagram, and YouTube
2. Source and produce engaging content to ensure the charity website and social media channels are up to date, relevant and interesting
3. To act as one of the key points of contact for social media queries, develop a response process, and proactively influence these groups or individuals
4. Create posters for upcoming courses and events
5. Produce a monthly newsletter for our supporters and weekly internal updates
6. Attend internal and external events as required to provide real time social media coverage
7. Undertake or oversee a wide range of administrative and reception duties in accordance with requirements of the Trust, and maintain confidentiality at all times
8. Assist with EFT booking processes; acting as the contact point for interested organisations and individuals.
9. Compose and produce letters, documents, briefing reports and presentations in a range of formats
10. Maintain record keeping and systems; organise and store paperwork, documents and computer-based information
11. To provide support for the Chief Executive, or responsible manager, as and when required
12. Undertake reporting to appropriate bodies as a part of the Trust's monitoring and evaluation procedures
13. Support identified Trust projects, in line with need, including liaison with partners and schools
14. Undertake other duties considered appropriate by the Chief Executive or authorized manager.

### **Personal Specification**

Candidates applying for this post should be able to meet the following criteria.

#### **Essential criteria:**

#### **Personal qualities**

The successful candidate will:

1. have excellent communication skills
2. have the ability to develop good relationships with staff, partners and service users
3. demonstrate tact, diplomacy and assertiveness where appropriate
4. understand of the need for confidentiality
5. be well motivated and flexible
6. demonstrate commitment to the promotion of health and wellbeing in the community
7. show a desire to tackle inequalities and bring about change
8. have the ability to cope under pressure
9. have a sense of humour
10. have the ability to work independently and in a team
11. demonstrate on-going involvement in learning and professional development.

#### **Skills and Knowledge**

The successful candidate will be able to show evidence of:

1. effective administrative skills
2. being able to effectively prioritise a complex workload
3. organising bookings and meetings
4. understanding of the use and impact of social media
5. managing databases
6. managing efficient record keeping systems
7. producing documents of a high standard, including letters and spread sheets
8. producing accurate and up to date reports
9. responding proactively to unexpected problems and situations
10. knowledge of health and safety processes.

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## Experience

The successful candidate will have experience of:

1. Managing a variety of social media platforms
2. working in a busy office environment, including answering phones and reception duties
3. undertaking a range of clerical and administrative duties
4. working with partners
5. evaluating data and producing reports
6. undertaking detailed research
7. taking responsibility for projects
8. working with schools
9. the voluntary sector
10. working to agreed policies

## Additional requirements

The successful candidate will be literate and numerate including English and Maths qualifications to GCSE, grade C level (or equivalent)