**Information for Applicants**

Job title: Marketing and Communications Assistant

Contract: 6 months fixed term with the opportunity to become permanent

Location: Carlisle

Hours: 3 days (22.5hrs)

Salary: £19,312 FTE

Additional Benefits:

* A generous pension contribution of 6%
* Annual Holiday entitlement of 28 days FTE (4 weeks plus 8 bank holidays)
* Additional 6 days (FTE) at Christmas – specific dates confirmed each year dependent on when the Christmas period falls and business needs each year
* Length of service increments also apply

Who we are

People First Independent Advocacy is a registered charity and company limited by guarantee, providing a wide range of support and information services across the North of England, aimed at helping people to live informed, respected, healthy and fulfilled lives. We have been delivering services for over 30 years and have a deep understanding of our communities and the unique challenges they bring. We also deliver People First Services, a registered charity, the object of which is the relief of people with a learning difficulty. Our Head office is based in Carlisle, supported by offices in Barrow and Lancashire.

The Department

Marketing and Communications has until recently sat within the Finance and Operations team, however in June 2021, we set up a dedicated Development Department which focuses on growth, development, marketing and communications and fundraising. This Department is led by a newly appointed Development Director and also includes a Graphic Designer, a Funding Officer, a Fundraising Officer and a Marketing and Communications Manager who this appointment would report to.

The Person

As a prerequisite, the successful candidate must believe in the core values of People First and be driven by our mission.

An opportunity has arisen for a creative and enthusiastic individual to join our team as a Marketing and Communications Assistant. Working alongside our Marketing Manager, and Graphic Designer, this position will support People First to champion, showcase and market its projects, services and products.

We are seeking a candidate who has a passion for excellent communications and marketing; someone with experience of using digital tools such as Mailchimp, Hootsuite and Wordpress; someone who knows how to write impactful copy, create engaging content and be a champion for our brand and its values.

The main purpose of this role is to:

* Support the Marketing and Communications Team to promote a diverse range of services and products
* Create and deliver engaging content for a mix of online platforms including Facebook, Twitter, LinkedIn and company websites
* Contribute to growing People First’s presence, increasing our online audiences and maximising our promotional opportunities

**Qualifications**

* Good all-round level of education
* Relevant qualifications in Marketing, or a related field, would be advantageous
* Training in, or equivalent skill using, Adobe design programmes such as InDesign would be beneficial

**Skills, Knowledge and Experience**

* Excellent verbal and written communication
* Flair for building strong working relationships
* Experience of social media content creation
* Ability to use Wordpress and/or Elementor we platforms, or a desire to learn
* Knowledge and understanding of online marketing principles
* Acting as a brand ambassador when working with both internal and external partners
* Strong organisational skills with the ability to follow direction, work on own initiative and meet timescales
* Experience of working to targets
* Effective communication with management and staff across the business at all levels
* Previous experience in a marketing department or have completed a marketing related qualification
* A working knowledge of InDesign and/or Photoshop is desirable but not essential

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Duties will include

* Working closely with the Marketing and Communications Manager to contribute to the delivery of our marketing and comms strategy
* Creating engaging digital content across a range of online channels to grow our brand and increase awareness
* Contributing to our social media output through well-crafted content and campaigns that deliver high engagement and impact
* Identifying promotional opportunities by engaging with all teams
* Collecting insight and data from tools such as Google Analytics to assist with reporting
* Contributing to the maintenance of our websites to ensure that content is up-to-date, informative and accurate
* Producing e-newsletters through Mailchimp that are imaginative and portray the breadth of our services
* Utilising a working knowledge of InDesign and or/Photoshop to edit and adapt marketing materials
* Working closely with all teams to develop excellent and mutually beneficial working relationships
* Representing the team and the brand in a professional and dynamic fashion
* Assist with the organisation of marketing events and attend when needed to assist the rest of the team

**Other Duties**

* Evening and weekend working may be required.
* The duties outlined above are not intended to be exhaustive and may change as the needs of the organisation alter in line with current agendas. Due to the developing nature of our organisation, we require staff to remain highly flexible in their approach, and work to meet the changing needs of the projects.

The Appointment

Applications should include:

* Completed Application Forms A & B
  + the supporting information should be no longer than 2 sides of A4

People First is an equal opportunities employer and is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment. Applicants must be willing to undergo a DBS check and any other safeguarding checks as appropriate to the post. The appointment will be subject to the satisfactory outcome of these checks.

One referee should be the applicant’s current or most recent employer. Please note that references will not be accepted from relatives or from people writing solely in the capacity of friends. References will be sought on the successful candidate following the interview process however; we may approach previous employers for information to verify particular experience or qualifications, prior to interview. The appointment will be subject to the receipt of satisfactory references.

All candidates invited to interview must bring documents confirming any educational and professional qualifications referred to in their application form. Where originals or certified copies are not available for the successful candidate, written confirmation of the relevant qualifications must be obtained from the awarding body. Where the successful candidate has worked or been resident overseas in the past five years, we will carry out such checks and confirmations as may be required in accordance with statutory guidelines.

All candidates invited to interview must also bring with them:

* A current passport (if you do not hold a current passport, or you do not hold a British passport, then further evidence will be required as proof of the right to work in the UK)
* Driving Licence – photocard
* Official documentation evidencing your current address (e.g. utility bill, bank statement)
* Where appropriate, any documentation evidencing a change of name (e.g. marriage certificate)

All applications should be clearly marked:

**Confidential – Marketing and Communications Assistant**

And emailed to [recruitment@wearepeoplefirst.co.uk](mailto:recruitment@wearepeoplefirst.co.uk%20?subject=Community%20Self%20Advocacy%20Worker) for the attention of Mr Barry Munro-Berry

To arrive no later than 9.00am, 11th August 2021