**Kick Start Marketing Assistant Job Description**

Role Purpose: To work with the Business Development Assistant to support the Business Development & Marketing department, regarding actualising Business Development and Marketing plans that support provision of the charity’s high-quality advice service.

Context of role: You will take responsibility for various aspects of the Business Development and Marketing department, reporting to the Business Development and Marketing Manager.

**Person Specification:**

You will receive training, but are expected to have a desire and ability to achieve targets, learn and develop new skills, and maintain a high standard of conduct in a working environment.

Expected skills and characteristics

* Understanding of and commitment to the aims of the Citizens Advice service and its equal opportunities policy
* Competent in literacy and numeracy to (GCSE A-C Pass or equivalent)
* Versatile communicator, using various means to communicate
* High attention to detail
* Ability to prioritise work, approaching it in an organised way and meet deadlines
* Some computer literacy skills are expected and an ability to use Microsoft Word, Excel and PowerPoint or similar Google products, would be advantageous.
* Ability to monitor and maintain own standards
* Flexible approach and willingness to work as part of a team

Desirable skills and characteristics:

* Ability to write copy
* Understanding of social media platforms
* Understanding of the fundraising code of practice
* Ability to utilise graphic design and/or video editing software to produce marketing assets
* Experience planning and delivering events
* Understanding of the 7Ps of Marketing
* Involvement in positive community activities
* Understanding of GDPR
* Ability maintain a high standard of work in a remote working situation

**Main areas of responsibility**

This role will develop as the employee acquires new skills, but initially their responsibilities will be:

General

* Dealing with email, post, telephone messages, photocopying and filing
* Arranging and attending meetings and taking notes for minutes
* Producing letters, documents and reports as required
* Helping to arrange events
* Compliance with legal and organisational standards including confidentiality, data protection, information assurance and equalities
* Challenging discrimination and promoting equality
* Updating own knowledge and identifying own training needs
* Following Health and Safety guidelines and sharing responsibility for own and others’ health and safety
* Any other relevant administrative and support duties required to ensure the smooth running of the organisation

Marketing

* Creating copy for articles
* Creating and scheduling social media posts in line with campaign objectives and market research
* Generating regular donor campaigns
* Taking part in fundraising events (these might include some weekends, for which you will receive time off in lieu)

**Links to relevant information**

[Our website](https://www.citizensadvicebanes.org.uk/)

[The Citizens Advice national website](https://www.citizensadvice.org.uk/)