

SURREY CARE TRUST

Nurturing skills | Changing lives

JOB DESCRIPTION

ROLE TITLE:	Digital Marketing Assistant		
REPORTING TO:	Marketing & Communications Officer		
LOCATION:	Astolat, Coniers Way, Guildford with occasional travel to locations across Surrey		
HOURS:	10 hours per week (including occasional out of hours working at events) - fixed term contract for 12 months		
SALARY:	£9.36 per hour		
CLOSING DATE:	26 November 2021 (Mid-day)	INTERVIEW DATE:	TBC

Surrey Care Trust is a local charity that helps people to improve their skills for life, work and learning through counselling, education, mentoring and volunteering. Our programmes support disadvantaged families in improving their chances in life. Through our programmes we are enabling people throughout Surrey to overcome the disadvantage of low skills, poor educational achievement, limited opportunities and tough financial circumstances.

We offer a broad range of programmes - support for families and their children at our **Stanwell Family Centre**; offering vulnerable and challenging young people an alternative approach to education at our **STEPS** learning centre; a free and independent youth **counselling** service for young people aged 16 – 25; **mentoring** young people and adults to help them gain confidence and make positive changes in life, work and mental health; working to bring the community together and taken action on local issues with our **Stanwell Local Conversation** project; helping young people get back to work with our **Steps to Work** programme; working with the long term unemployed on our Lottery/ESF funded **Alliance and Aspire** programmes; and creating a different environment for people to learn new skills and give something back to society on our **Swingbridge Community Boats**.

Our Vision

Surrey to be a place where vulnerable and excluded families are given the opportunity, skills and support to achieve their potential and make a positive contribution.

HR1.ISO.2020 V2

To apply please complete an application form and send with a covering letter by email to recruitment@surreycaretrust.org.uk or by post to the HR Department, Surrey Care Trust, Astolat, Coniers Way, Guildford, Surrey GU4 7HL

Our Mission

To tackle disadvantage, social exclusion and hardship in local communities. To reach out to families to equip them with the skills to improve their economic situation, to reduce social isolation and break the cycle of disadvantage.

Overall purpose of the role

To enable Surrey Care Trust to equip people with the skills they need to have brighter futures by:

- Increasing the profile, and therefore income generating opportunities, of the Surrey Care Trust:
 - Support the coordination of marketing and communications activity, helping to create high quality content and copy
 - Grow social media engagement and reach
- Provide high quality support for the Trust's events and marketing communications during the run up to, and during our 40th anniversary activities
- Support our wider team and organisational objectives, spotting opportunities and contributing to our continual improvement.

Duties and Responsibilities

Assist the Marketing and Communications Officer by:

- Identifying and recording interesting stories and achievements from across the Trust
- Supporting the management of our social media presence on Twitter, Facebook and LinkedIn and developing our presence on other platforms such as YouTube and Instagram
- Producing, editing, and sharing of video content and photographic images
- Developing and supporting the management and provision of content for our website including events, images, news posts and blogs
- Monitoring the performance of social media and website to inform and improve results
- Collaborating with programme managers and supporting the Marketing & Communications Officer to produce marketing literature for internal and external audiences
- Supporting the recruitment of staff, volunteers, and clients through a wide range of marketing channels
- Providing administrative support for staff, volunteer and supporter communications

General Duties

- Provide additional support to members of the Fundraising and Marketing Team as needed
- Monitor and manage the 'info@' inbox
- Manage our photo library
- Comply with the requirements of Data Protection and GDPR
- To undertake travel across Surrey as required and work flexibly to meet deadlines
- Any other duties as required

Person Specification

Qualifications	Essential	Desirable
GCSE pass or equivalent in English and Maths	✓	
2 A level passes or equivalent in a relevant subject e.g. English, ICT		✓

Experience	Essential	Desirable
Experience of at least one leading email marketing system, ideally Mailchimp, and its integration into a CRM and website		✓
Experience of using some of the following platforms: Facebook, Instagram, Content Management Systems, CRM, Mail Chimp, Canva, Google Analytics, Google Ad Words, Google Business, YouTube, Linked In.	✓	
Administrative experience		✓
Experience of promotion and marketing of events in the local community		✓
Experience of professional copywriting and proofreading		✓
Experience of the charity sector		✓
Experience of video editing software	✓	

Skills	Essential	Desirable
Excellent IT skills, MS Office suite – Word, Excel, PowerPoint and Outlook	✓	
Excellent design skills		✓
A passionate communicator and confident copywriter with first class attention to detail	✓	
Good verbal skills – confident on the phone and meeting new people	✓	
Excellent administration skills		✓
Demonstrable social media and digital skills. For this, we would like to see some evidence of how you have used social media in your work to date	✓	
Basic web editing skills		✓
Ability to create interesting website blogs and social media content		✓
Ability to create and edit videos	✓	

Personal Qualities and Abilities	Essential	Desirable
A self-disciplined approach to work with the capacity to organise your own time effectively and ensure that all work is up to date and accurate	✓	
Ability to work on own initiative and co-operatively as part of a team and to support colleagues where appropriate	✓	
The ability to work flexibly according to the changing needs of our busy team	✓	
Ability to work across teams with a wide range of people	✓	
Willingness to learn new processes	✓	
Good attention to detail	✓	
Ability to work under pressure and prioritise multiple deadlines in a busy environment.	✓	
Able to always follow data protection and safeguarding policies	✓	
Willingness to work out of office hours including evenings and weekends if needed	✓	
Full driving licence and access to a vehicle	✓	

Health & Safety

All staff must be aware of the responsibilities placed on them under the Health & Safety at Work Act (1974) to ensure that the agreed safety procedures are carried out to maintain a safe environment for employees, volunteers, beneficiaries and visitors.

General

This job description is not an exhaustive list of duties but it is intended to give a general indication of the range of work undertaken and will vary in detail in the light of changing demands, growth and priorities with the Trust. Substantive changes in the range of work undertaken will be carried out in consultation with the job holder.

For an initial discussion about this role please contact **Justine Aldous on 07867 578543** or email justine.aldous@surreycaretrust.org.uk

To submit an application please complete an application form and send it to: [**recruitment@surreycaretrust.org.uk**](mailto:recruitment@surreycaretrust.org.uk)

Closing date for applications is midday on Friday 26 November 2021