



Communications & Marketing Assistant Job Pack

Accountable to:	Head of Communications & Marketing
Location:	Remote (home-based)
Type:	12 Months, Fixed Term, Part Time
Hours:	30 hours per week (over 4 days)
Salary:	£22,400 per annum (£28,000 FTE)

Why Access Social Care Exists

Every day millions of older and disabled people are denied the social care they need. Most local authorities can't meet the growing demand for care, and none are confident they can meet their legal duties in the future. This affects all of us - we will all need social care at some point in our lives.

We all have a right to hold public bodies to account, but most of us cannot afford lawyers so rely on legal aid. The 92% drop in legal aid cases since 2010 means that we have nowhere to turn. Without access to justice, our rights do not exist. The rule of law is broken.

What we do

Access Social Care provides free legal advice and information for people with social care needs, helping achieve a better quality of life. We work with communities to increase knowledge of the law and our rights. We highlight the gap left by cuts to Legal Aid and provide advice for those who can't afford it.

With a 98% success rate, our network of lawyers provide access to justice when things go wrong. We collaborate with social services whilst ensuring legal obligations are met. We are working towards a future where social care is adequately funded and we all get the support we need.

We provide rights awareness training to front line managers, and legal advice and support to families and individuals. As well as providing access to justice, our aim is to drive system level change through evidence-led influencing and strategic casework.

This is an exciting time to join ASC. We have a new strategy and are growing quickly including across our senior leadership team. We have more than doubled in size and income since we started operating in April 2020 and we anticipate that this strong growth will continue for the duration of our next strategic period. We are dedicated to the people who need our help, but we also care deeply about our team and we think that work should be an exciting and satisfying place to be.

About the role

Are you an organised, proactive individual with a passion for supporting a dynamic team? This exciting and important role offers the opportunity to contribute to the smooth operation of a growing charity while helping so shape its external communications and marketing strategy.

We are looking for a Communications and Marketing Assistant to support the Head of Communications and Marketing at ASC. In this role, you will help to create, support, and deliver the charity's external communications and marketing strategy, working closely with ASC teams, including the Executive and Senior Leadership teams. You will gain valuable insights into our work and help deliver and evaluate activities that lead to the effective positioning and promotion of the charity.

Responsibilities

- **Content Creation:**
 - Drafting and editing engaging content for various channels (website, social media, email, print).
 - Creating and updating website content.
 - Developing and creating a newsletter to engage an audience of followers.
 - Writing and broadcasting external emails.
 - Creating templates for ASC-wide use based on brand e.g. PPT templates.
- **Stories Database**
 - Managing a database of case studies that are gathered through ASC case work and through digital channels.
- **Social Media Management:**
 - Managing and monitoring social media channels, responding to enquiries, and engaging with supporters.
 - Contributing to the development of social media strategies for specific projects.
 - Sharing key messages and calls to action on social media accounts.

- **Campaign Support:**
 - Assisting with the development and execution of marketing campaigns.
 - Tracking campaign performance and providing data analysis.
 - Collaborating with the Exec and Leadership to identify comms opportunities.

- **Podcast:**
 - Recording and editing.
 - Graphic design using CANVA to accompany the above.

- **Other Duties:**
 - Responding to queries from the general public.
 - Attending meetings, events, and conferences.
 - Liaising and building relationships with journalists and other key stakeholders where required.
 - Providing general administrative support to the marketing and communications team.

This list of tasks is not exhaustive and will be reviewed from time to time in discussion with the post holder.

Person Specification

All staff at ASC are expected to share and demonstrate our values:

Trustworthy	Recognised for excellence, we will be the best we can be in everything we do. We will be truthful, independent and outcomes focussed.
Fair	We believe in treating people with kindness and compassion in a way that is right, reasonable and just.
Fearless	We will do what is right, not what is easy. We will bravely challenge injustice.
Inclusive	Our beneficiaries' voices will influence our thinking and decision making at all levels of our organisation. Collaborative in our thinking, we will work with others to achieve our goals.
Positive	We will be constructive and progressive in our challenge. We will optimistically and dynamically drive for change.

In addition to our values, you will also need to be able to demonstrate or tell us about the following areas at your interview:

Requirements	Essential/ Desirable
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Personal attributes you will have	
Purpose driven with an commitment to our mission and values	E
Commitment to working within the principles of equity, diversity and inclusion, with a particular interest in disability rights	E
Willingness to support colleagues and contribute positively to team objectives	E
Solution orientated, with the ability to anticipate needs and resolve issues independently	E
Experience you will have	
Experience in the field of External Communications & Marketing, preferably in the charity sector	E
Experience in using various communication channels, including digital platforms and social media	E
Skills you will have	
Excellent written and verbal communication skills, with the ability to identify, simplify, and convey key messages clearly and effectively	E
Ability to tailor messaging for different audiences	E
Ability to assist with social media strategy planning and content scheduling, including researching trends and drafting engaging posts to support campaign goals	E
Analytical with the ability to track and evaluate campaign performance to provide actionable insights	E
Ability to organise and prioritise tasks in a changing environment	E
Proficiency in using Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)	E
Proficiency in using design tools such as Canva or Adobe Suite for creating and editing graphics, alongside familiarity with audio editing software for podcasts	D
Familiarity with project management tools such as Monday.com would be a plus	D
Knowledge you will have gained	
Understanding of digital marketing including content creation, social media management and how digital platforms (e.g. social media, email, websites) can enhance engagement	E
Awareness of social care issues and relevant legislation	D

How to apply

We hope that having read this far, you will want to apply!

Please ensure that your CV and supporting statement **do not include** your name – use initials only. This will ensure that we avoid unconscious bias in our shortlisting process. To apply, please provide the following documents:

- An **up-to-date CV**
- A completed [diversity monitoring form](#)
- A **supporting statement** of no more than two pages, addressing:
 - The essential requirements of the person specification

Please send to jobs@accesscharity.org.uk

If you want support applying, contact us using the email address above.

Please ensure you have the right to work in the UK before expressing your interest in this role. We are sorry that we cannot consider applications from candidates who do not have the right to work in the UK.

We only reach out to candidates who have been shortlisted. If you do not receive communication from us within two weeks following the application deadline, please consider that we will not be moving forward with your application.

Timeline for recruitment process

Closing date: 12:59pm on Wednesday 30th April 2025

Shortlisted candidates will be asked to complete a selection exercise prior to their interview

Interviews will take place on the 19th & 20th May

Please ensure you keep these dates free.

At Access Social care, we aren't interested in tokenism. We know that if we are to make the biggest difference for the people that need us the most, we need to get Equality, Diversity and Inclusion and anti-racism right. Part of this is recruiting greater diversity in all our teams.

With this in mind, we particularly welcome applications from candidates with experience of the communities we serve, including people with direct experience of the social care system, and from marginalised groups, particularly Black, Asian and minority ethnic groups, older and disabled people, and trans and non-binary people.

