



## JOB DESCRIPTION

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| <b>Job Title:</b>       | <b>Marketing Assistant</b>           |
| <b>Responsible to:</b>  | Communications and Marketing Manager |
| <b>Responsible for:</b> | N/A                                  |

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| <b>Hours:</b>               | 37 hours per week   |
| <b>Location:</b>            | Trowbridge/Hybrid   |
| <b>Holiday Entitlement:</b> | 28 days plus bank holidays  |
| <b>Salary:</b>              | £23,088 - £27,000   |
| <b>Pension:</b>             | Group personal pension plan, with employer contribution of up to 4% |

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| <b>General Description:</b> | <p>FearFree is a South West charity that is on a mission to break the cycle of abuse. Each year we help over 12,000 people to rebuild their lives after domestic abuse, sexual violence and stalking.</p> <p>It's a great place to work with a friendly and supportive environment and a team that is passionate about making a difference.</p> <p>We're looking for a motivated <b>Marketing Assistant</b> to bring creativity, energy, and the ability to multi-task into the role.</p> <p>You'll work closely with our Marketing Manager to provide support to all the functions of the charity including services, fundraising and retail. It's a hugely varied role one day you could be at our superstore filming content and the next you could be helping to gather data for reports.</p> <p>To be successful in this role, it is essential you enjoy working on multiple projects at once, have excellent proofreading skills, and can create and edit multimedia content for social media.</p> <p>You'll work from our office or another location for example our superstore once a week. There is occasional travel required for example attending events or visiting our other offices so your own car would be beneficial.</p> <p>The role is Monday- Friday but occasionally you will work weekends or late nights to support our events.</p> |
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|                                     | <p>In return you'll get 28 days leave plus bank holiday (rising to 29 days after two years and 30 days after five years) hybrid working and the chance to develop at pace.</p>  |
| <p><b>Your responsibilities</b></p> | <p><b>Content creation</b></p> <p>Work with teams from across our charity to create fresh, engaging, and impactful content for social media, email, website and print. You'll know all the latest trends and be able to translate them into content that resonates with our audiences.</p> <p><b>Social Media Management</b></p> <p>Take responsibility for the day to day running of our social channels including answering enquiries and scheduling content into the planner.</p> <p><b>Marketing Support</b></p> <p>Ensure that our posters and flyers are kept in stock and distributed across the South West.</p> <p>Support the Marketing Manager in gathering data and creating reports.</p> <p>Contribute to the creation and delivery of marketing campaigns and events.</p> <p><b>Website</b></p> <p>Contribute to maintaining and developing our Wordpress website.</p> <p><b>Media Support</b></p> <p>Proofread long and short form content.</p> <p>Support the Marketing Manager in creating and distributing press releases.</p> <p><b>Events</b></p> <p>Contribute to the planning and execution of on and offline events</p> <p><b>Internal Communications</b></p> <p>Update Sharepoint, our intranet.</p> <p><b>Other</b></p> <p>Support additional duties in line with the marketing teams function.</p> |



### **Health & Safety**

All individual employees are required to promote a health and safety culture within the workplace, observe all health and safety rules and procedures, attend training courses as required and, where appropriate, conduct risk assessments e.g. VDU, maternity, lone working, H&S audits, etc.

### **Safeguarding / Disclosure and Barring Service**

FearFree 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 and bring any concerns (whether in respect of service users or members of staff) to the attention of Safeguarding Leads immediately. This role will require an enhanced DBS check.

### **Confidentiality and Data Protection**

All employees must ensure that essential information of a sensitive and/or personal nature is not disclosed to, or discussed with, inappropriate persons and that all information is maintained in accordance with the GDPR and other related legislation/requirements.

### **Equality and Diversity**

FearFree is committed to encouraging equality, diversity and inclusion among our workforce and our service users, and eliminating unlawful discrimination. The aim is for our workforce to be truly representative of all sections of society and our service users, and for each employee to feel respected and able to give their best. The role has the responsibility to ensure all duties and responsibilities are carried out in a manner which promotes FearFree Equality, Diversity and Inclusion policy.

## PERSON SPECIFICATION

| Job Title                               |  |                       |
|---|--|-----------------------|
| Requirements Category                   | Requirements Detail  | Essential / Desirable |
| <b>Education and Qualifications</b>     | A degree in Marketing or a related subject or two years' experience in a marketing role              | Essential             |
| <b>Experience, Skills and Knowledge</b> | Experience of creating and writing for different audiences   | Essential             |
|   | Excellent attention to detail with strong spelling and grammatical skills                            | Essential             |
|   | Experience of creating and posting multimedia social media content                                   | Essential             |
|   | Understanding of how to plan a marketing campaign  | Essential             |
|   | Ability to plan and prioritise multiple projects and ensure that deadlines are met                   | Essential             |
|   | Ability to use standard workplace software programmes including Microsoft Word, Excel and PowerPoint | Essential             |
|   | Experience of using WordPress websites   | Desirable             |
|   | Basic understanding of data reporting using Google Analytics, Meta Business Suite                    | Desirable             |
|   | Experience of assisting with event planning and management   | Desirable             |
|   | Experience of using internal communication platforms, for example SharePoint                         | Desirable             |
|   | Experience of using social media planning and editing tools e.g. Hootsuite and CapCut                | Desirable             |

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| <b>Personal Skills and Attributes</b> | <p>Ability to work on sensitive and emotive topics.</p> <p>Ability to work independently</p> <p>Ability to work occasionally outside of core working hours at events across the South West</p> | <p>Essential</p> <p>Essential</p> <p>Essential</p> |

Applicants will be assessed against the person specification via application form, interview and, in some cases, a presentation.

As explained in the guidance notes, the application form asks you to set out how you meet the qualities/skills outlined in the Person Specification AND IS THE MOST IMPORTANT PART OF YOUR APPLICATION.

This is your chance to explain why you are suitable for the job. You should try to show how you meet the criteria set out in this person specification. Applicants who are able to provide examples of how they meet the criteria are more likely to be offered an interview. Consider all the relevant experience you have gained and make sure that you tell us about it.