

Job Description – Marketing and Communications Assistant



Line manager: Head of Marketing and Communications

Direct reports: None

Diversity Commitment

PACT is a supportive and respectful place where people are passionate about making a positive difference to the lives of women, children and families from many different backgrounds. We continuously look to progress the ways in which we create families and bring people together and encourage applications from people across all communities. We are committed to ensuring that our people and our services reflect the diversity of the communities we serve and applications from people from under-represented groups are particularly welcomed.

The Role

The Marketing and Communications Assistant is part of PACT's Marketing and Communications Team and will work with the Marketing and Communications Officer to produce PACT communications and marketing materials and ensure that all internal and external communications, both online and offline, adhere to the PACT style.

The role raises awareness of the PACT brand and services by sharing key messages and calls to action on PACT's social media accounts, updating marketing materials, writing media releases and case studies and creating e-newsletters for supporters and beneficiaries.

Key Tasks

	Social Media
<input type="checkbox"/>	To plan, write and schedule posts across PACT's social media channels, checking for updates, sharing relevant content and forwarding queries to the relevant parties
<input type="checkbox"/>	To support the delivery of fundraising, CATCH sales and adopter recruitment campaigns throughout the year in line with PACT's campaign calendar
<input type="checkbox"/>	To create and edit graphics using Canva

	Website
<input type="checkbox"/>	To ensure website content is accurate and up to date by adding and updating events, making copy edits and regularly checking over content

	Marketing materials
<input type="checkbox"/>	To make edits and copy changes to designed PACT materials within existing templates and in line with brand guidelines such as leaflets, flyers and newsletters
<input type="checkbox"/>	To source relevant images from royalty-free libraries for campaigns as required and to ensure images used have the relevant permission

	Media and PR
<input type="checkbox"/>	To write PACT media releases and features to maximise media coverage of PACT's key adoption recruitment, fundraising and CATCH sales messages and other news. This will include gathering statistics and research.
<input type="checkbox"/>	To distribute PACT media releases, to monitor coverage and keep a database of press contacts updated.
<input type="checkbox"/>	To interview PACT service users and colleagues as required and produce case studies that highlight PACT's work and evidence outcomes (i.e. for use with fundraising applications, adopter recruitment marketing).

	Communications
<input type="checkbox"/>	Using Mailchimp, prepare and send monthly emails to PACT supporters and adopters and ensure mailing list contacts are up to date
<input type="checkbox"/>	To work with the Fundraising Manager to prepare and send communications to Friends of PACT and Supporter of the Month

	Other
<input type="checkbox"/>	To support the Marketing team with administrative tasks for example taking advertising queries, sourcing quotes for printing requirements, research for recruitment campaigns, preparation for meetings and competitor analysis
<input type="checkbox"/>	To assist the fundraising and marketing teams by attending occasional events as a representative of PACT
<input type="checkbox"/>	To undertake any other duties deemed commensurate with this post as directed by the line manager, including supporting the wider activities of the marketing team
<input type="checkbox"/>	To take responsibility for and be committed to personal and professional development and keep up to date with law, regulation, guidance, standards, Government policy and research relating to all aspects of the work
<input type="checkbox"/>	To safeguard and protect vulnerable adults and children in accordance with PACT's Policies and Procedures at all times

Person specification

Essential Attributes	
<input type="checkbox"/>	Commitment to and enthusiasm for the aims of the organisation
<input type="checkbox"/>	Experience of using social media for business and/or events, e.g. Facebook Pages, Linked In, Instagram and Twitter and social media scheduling tools such as Hootsuite or Buffer
<input type="checkbox"/>	Experience of using website content management systems (CMS)
<input type="checkbox"/>	Experience of using Mailchimp newsletter tool
<input type="checkbox"/>	Good organisation skills to plan, prioritise and manage a varied workload to deadlines and to be flexible and creative with solutions
<input type="checkbox"/>	Good interpersonal skills to develop effective working relationships with team members, as well as cross team working and external stakeholders
<input type="checkbox"/>	Excellent written communication skills (in particular copywriting and creative writing) with high attention to detail. Fluent in written and spoken English
<input type="checkbox"/>	Creative skills to find clear and interesting ways of presenting information and to generate new ideas
<input type="checkbox"/>	Competent in the use of Microsoft software packages (specifically Sharepoint, Word, Excel and Publisher)
<input type="checkbox"/>	Commitment to promoting equal opportunities and diversity in the workplace

Desirable Attributes	
<input type="checkbox"/>	Experience of working in the voluntary sector
<input type="checkbox"/>	Graphic design skills and experience of using Canva (graphic design platform). Training can be provided
<input type="checkbox"/>	Experience of making written content available in an online format, including video and interactive content
<input type="checkbox"/>	Experience of designing and updating marketing materials such as leaflets and posters

This is a part time post based in our Reading office with hybrid working arrangements in place to accommodate both office and home working.

Flexible working arrangements available within Monday to Friday, 8.30am to 5pm.

Occasional evening and weekend working is required.

PACT is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. Anyone joining our team is subject to PACT's Safer Recruitment pre-appointment enquiries. These include the provision of documentation of the right to work in the UK, Disclosure Barring Service (DBS) check, overseas police check where applicable and references covering a minimum 5 year period. All opportunities are based in the UK.