

# Marketing and Communications Assistant

## Job description

**Responsible to:** Marketing and Communications Manager

**Job Purpose:** Assist in delivering and evaluating campaigns and activities that lead to the effective positioning and promotion of the Good Business Charter via its internal and external communications channels.

**Location:** Based from home, but able to travel to quarterly away days in York.

**Employment:** 2-3 days (to be discussed upon interview)

**Salary:** £23,000 p.a. pro rata for number of days worked

### Responsibilities

- Support the development and delivery of marketing and communications campaigns, helping to promote GBC's message externally and with accredited organisations.
- Assist in coordinating internal and external communications, ensuring consistency in messaging across all channels.
- Help create, edit and proofread engaging content for GBC's communications channels, including social media, newsletters and the website.
- Assist with the design of digital assets for social media, website and newsletters.
- Maintain and schedule content for GBC's social media presence, supporting efforts to increase brand awareness.
- Support the team with monthly newsletters and other communications to accredited organisations.
- Work alongside the Marketing and Communications Manager and wider team to help deliver GBC's communications strategy, supporting key projects and campaigns.
- Track and report on marketing performance metrics to assess the success of different strategies.
- Support outreach efforts by making phone calls to accredited organisations and stakeholders as needed with regard to use of the GBC logo.
- Supporting the wider team with administrative tasks as needed, ensuring smooth day-to-day operations and contributing to the overall success of the organisation.

### Person Specification

#### Essential

- Some experience in marketing and communications, with an understanding of strategic approaches.
- Creative and proactive communicator with a passion for ethical business practices.
- Strong writing, editing and proofreading skills, with attention to detail and the ability to produce high-quality content.

- Experience using digital communication channels, including social media.
- Good eye for design and an understanding of how to tailor messaging for different audiences across multiple platforms.
- Keen learner with a proactive attitude towards developing new skills and staying informed on best practices in marketing and communications.
- Ability to work collaboratively within a team and engage with external stakeholders effectively.
- Flexibility in working hours to respond to social media engagement and support events.

**Desirable**

- Previous experience in the charity or responsible business sector.
- Familiarity with media relations and press engagement.
- Awareness of key challenges businesses face in relation to the 10 components of the Good Business Charter.