

Time & Talents Marketing & Communications Administrator

Do you want to help build a world where no one feels lonely or left behind?

Do you enjoy digital outreach to connect communities of all kinds?

Do you believe everyone should know how to connect with their community?

If you answered yes to all of the above, this could be the role for you!

We're looking for a Marketing & Communications Administrator with experience and enthusiasm for community outreach to join a well-established and vital organisation. The Marketing & Communications Administrator reports to the Senior Manager – Children & Community and works in a team alongside the Community Development worker to build and enhance all of T&T's work.

The part-time role combines business and creativity to maintain Time & Talents' voice and presence, connecting with local children, families, adults and older people in the Bermondsey and Rotherhithe areas – that is to say, all of our neighbours! If you are a good communicator, flexible and able to take initiative, this is a fantastic opportunity for you.

What we do

Time & Talents is a lively, busy community centre in the heart of Rotherhithe, London SE16. Set in a leafy heritage building, and 'T&T2', our second venue in Surrey Quays Shopping Centre, we offer something for everyone. With a history of 137 years of supporting people of all ages in Rotherhithe and Bermondsey, we bring people together for mutual support, fun and friendship, with a wide range of services and activities for older people and other adults, along with children and families' programmes and a range of volunteering projects.

The role

In this role, your key responsibilities will include:

- Maintain social media accounts, website, regular newsletters and promotional materials in close collaboration with programme teams
- Collaborate with management team to create effective, engaging reports to a range of funders and other stakeholders
- Lead on community fundraising initiatives with management team support
- Maintain a unified tone and thematic approach across all media and marketing platforms

About you

You are passionate about the power of community to connect and support people, and you like to work in collaboration with others. You have strong written communication skills and a keen eye for creating visually-appealing, engaging content. You're flexible, accountable, take responsibility, are highly organised and skilled in multitasking and balancing priorities.

About us

We are an energetic, experienced, and passionate team of 17, with a strong sense of shared purpose and a lively sense of humour. You'll have the chance to make a big contribution to a growing, ambitious and innovative organisation which has doubled its reach and impact in recent years.

This role is 22.5 hours per week, with flexibility for regular evening and occasional weekend working.

Time & Talents is wholly committed to inclusion and diversity, and to building a culture and environment where everyone is appreciated for the unique person that they are. We actively encourage applications from a broad range of backgrounds and experiences.

If you would like an informal chat about the job, please email recruitment@timeandtalents.org.uk with your phone number and a suitable time for us to call.

The closing date is **09:00 Monday 7th October**.

To apply

All applications to be submitted online through CharityJob. Send a CV and a cover letter of no more than two sides of A4, explaining why you want the job and how your experience relates to the job description and person specification.

IMPORTANT: We'll use cover letters to assess applications alongside CVs. Please ensure you take the time to include a well-written cover letter as detailed above. We won't assess applications without one.

INTERVIEWS: Interviews will take place the week commencing 21 October.

Time & Talents Marketing & Communications Administrator

Job Description and Person Specification

Purpose of the role

Strong, effective communication is key to enabling Time & Talents to support *everyone* to feel part of a community. Ensuring that Time & Talents has a strong presence in the community and a unified, cohesive voice, the Marketing & Communications Administrator plays a critical role in Time & Talents' community engagement and fundraising success. The role creates external-facing communications including newsletters, funding reports, social media, flyers and event invitations, and leads on community-fundraising initiatives.

The role combines business and creativity to maintain Time & Talents' voice and presence. The post-holder will have an excellent track record of communicating to a wide range of audiences using a multitude of methods, including managing professional website and social media accounts. The post holder will work closely on-site with all elements of the organisation to keep marketing and communications materials up-to-date and relevant.

Reports to: Senior Services Manager – Children and Community

Salary: £16,500 (pro rata from £27,500)

Hours: 22.5 per week (3 days)

Annual Leave entitlement: pro rata from 25 days annual leave plus bank holidays

Pension: Matched contribution up to 5%

Term: one year, subject to renewal at end of period

Probation: 3 months

Key responsibilities

- Maintain social media accounts, website, regular newsletters and promotional materials in close collaboration with programme teams
- Collaborate with management team to create effective, engaging reports to a range of funders and other stakeholders
- Lead on community fundraising initiatives with management team support
- Maintain a unified tone and thematic approach across all media and marketing platforms

Promoting Time & Talents:

- Retain and grow audiences across social media platforms (Facebook, Instagram, LinkedIn), assessing the suitability of other sites (such as TikTok, Threads, etc.) as trends emerge
- Understand audience segmentation and effective audience reach across marketing and social media platforms
- Maintain an awareness of popular trends in social media and social media algorithms
- Undertake data analysis of T&T's social media and advertising through regular SEO and analytics review/reporting, including the preparation of quarterly reports to be presented to the board of trustees
- Engage with fun national/international days/weeks/months and Time & Talents' partners across platforms
- Check and respond to online messaging/comments etc. in a timely and professional manner
- Make effective use of social media assistive sites like Bitly, Canva, L8, Hootsuite etc.
- Live stream and promote events such as the Summer Party
- Promote sister and partner companies and charities through reblogs, upvotes, likes, etc.
- Keep website information and images up to date with the assistance of managers and wider team
- Implement a blog or spotlight service on the website
- Drive subscription to and maintain multiple mailing lists for targeted newsletters and campaigns including a quarterly general newsletter featuring highlights, news and upcoming events / campaigns and a semi-annual funder newsletter featuring the annual survey and accounts
- Take responsibility for the upkeep of paper copy such as flyers

Community Fundraising:

- Act as point of contact for Time & Talents' marathon team: engaging them with T&T, supporting their fundraising, tracking income against pledge amounts and engaging them and their supporters on the day of the London Marathon
- Develop and manage crowdfunding campaigns as appropriate, for example annual Big Give drive
- Lead, facilitate or contribute to improvement and development of community fundraising projects across the organisation as required

Branding:

- Maintain a unified tone and thematic approach across all media and marketing platforms
- Produce professional and engaging copy appropriate for the audience in line with house style
- Support delivery teams to photograph their work and maintain a photo library for use in reports, marketing and other promotion
- Produce and/or source engaging dynamic photos of events
- Seek and engage audience feedback on effective branding/campaigns through various sources such as SurveyMonkey

Additional Requirements

- Attend staff meetings, work proactively with the team, and contribute to the wider activities of the organisation
- Work with other staff on ad hoc projects and activities relating to your work
- Undertaking general tasks at the request of the line manager in order to maximise the smooth running of the charity and its work
- Providing cover for colleagues by agreement with the line manager in the event of staff sickness, leave, vacancies or other such temporary situations
- Taking appropriate responsibility under the Health and Safety at Work Acts and complying with all other Time & Talents policies
- Participation in evening and/or weekend events and meetings as needed
- Any other activities as deemed appropriate by the line manager

Person Specification

	Essential	Desirable
Experience (work and tasks)	Experience of managing a professional (or other non-personal) website or social media account(s) Experience of multiple online communication platforms and services (HootSuite, WordPress, social media platforms, MailChimp, Survey Monkey, etc.) Experience of producing communications to a range of stakeholders: funders, service users, community, etc.	Experience of working or volunteering in the voluntary / community sector, ideally with people with a wide range of needs and abilities Experience of Children’s / Adult Safeguarding

<p>Skills (e.g. PC, driving)</p>	<p>Excellent relationship-building and teamwork skills, both inside and outside an organisation</p> <p>Highly organised with excellent attention to detail and ability to multi-task, working to meet objectives and deadlines</p> <p>Excellent written English, numeracy, digital literacy and IT skills including MS Office and Office 365 with proven ability to learn new systems</p> <p>Ability to be self-sufficient - comfortable working remotely from some (or all) colleagues</p>	<p>Full clean D1 driving licence</p>
<p>Competencies / behaviours</p>	<p>Friendly, positive and personable manner with a high level of energy and enthusiasm</p> <p>Emotionally resilient, excellent interpersonal skills and ability to deal with wide range of people</p> <p>Strong affinity with the mission and values of Time & Talents and the voluntary and charity sector</p>	

COVID-19: the safety and wellbeing of our employees remains a top priority. Therefore, depending on the ongoing review of Covid-related safety concerns and/or Government restrictions on social distancing, office working and travel, there may be a requirement for some homeworking. You will therefore need to be willing and able to train/work from home and have good broadband access to do so.