**Job Description and Person Specification**

**Communications and Marketing Assistant**

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| **Remit** |
| To perform a flexible role in accordance with the contemporary strategy of Trust in Fife (to be referred to as ‘the organisation’) and to provide support int relation to communications and marketing throughout the organisation.  The role of the Communications and Marketing Assistant involves producing high quality communications and content using a range of channels to support and promote the services at Trust in Fife. Alongside supporting others in the creation of internal communications and reports. |

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| **Accountable to:** | Senior Housing Consultant – FPRS |
| **Responsibility for staff:** | None |

*The Communications and Marketing Assistant must carry out their duties with full regard to Trust in Fife’s Equal Opportunities Policy.*

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| **Personal Qualities**  The organisation is looking for an individual who can carry out all tasks with a high level of professionalism and will exercise reasonable care, skill, and diligence in all aspects of their work, with the expectation that the individual will always act in the best interests of the organisation.    The individual should be flexible and able to adapt to change, use personal autonomy whilst still working as part of a team, be honest and trustworthy, show empathy, and have excellent communication skills.    It is imperative that the individual works in a non-judgmental and sensitive way, with those that they come into contact with, regardless of gender, race, ethnicity, religion, disability, sexual orientation, and lifestyle. |

**Job Description**

**Main Duties**

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| Social Media:   * Produce engaging content and news items for various communications channels including internal and external newsletters, social media platforms and the company website, * Updating and maintenance of the company websites, * Monitor all social media platforms including corresponding with enquirers and scheduling posts and campaigns when necessary, * Collating content for media publications, creating features and managing deadlines, * Provide support with events, conferences, and exhibitions * Abide by GDPR and the organisation’s policies and procedures.   Administration:   * Assist with the development and implementation of the communications and marketing strategies, * Support in the preparation of the annual report, * Stakeholder engagement, * Update, maintain, and track marketing activities’ schedules, including social media, events, and campaign calendars, * Update, maintain, and track marketing activities’ schedules, including social media, events, and campaign calendars, * Assist with the creation of internal newsletters.   Learning & Development:   * Participate in continuous professional development, * Take part in Support & Supervision meetings with line manager, * Participate in team meetings, external meetings and in-house training sessions. |

**Person Specification – Communications and Marketing Assistant**

**Introduction**

This person specification has been drafted to provide a clear and consistent method of selecting candidates for this post. It identifies the key skills, abilities, and attributes which a successful applicant will demonstrate. Candidates applying for this post will need to demonstrate they possess the required knowledge and have experience of successfully applying their skills.

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| **Attribute** | **Essential** | **Desirable** |
| **Education / Qualifications (Application form)** | A good level of literacy and numeracy demonstrated by Highers or equivalent qualifications. | Chartered Institute of Marketing or Digital Marketing Qualification preferred/working towards/or keen to obtain. |
| **Experience (Application form and interview)** | At least 1 years’ experience in a communications and marketing environment.  Producing content for digital channels.  Experience using internet and social media platforms. | Running marketing campaigns |
| **Knowledge**  **(Application form and interview)** | Knowledge of managing social media |  |
| **Skills (Application form and interview)** | Excellent administrative skills.  Ability to communicate with a wide range of people.  Good time management skills, ability to work under pressure, to meet deadlines and to prioritise and organise workload.  Knowledge and experience of using Microsoft Office software, social media platforms and internet in a working environment.  Excellent IT skills. |  |
| **Attitude**  **(Interview)** | Commitment to the aims of the organisation.  A commitment to the policies and procedures in place within the organisation.  Willingness to undertake continual professional development. |  |
| **Personal Circumstances**  **(Application form)** | Appropriate Disclosure Scotland | Driving License |