

JOB DESCRIPTION

JOB TITLE: Digital Marketing Assistant

EMPLOYER: One Community

ACCOUNTABLE TO: Senior Operations Manager

OBJECTIVES:

- To implement the digital marketing strategy for the One Community, maintaining the One Community website and social media.

Key tasks and Responsibilities:

- Content management of the One Community website using Wordpress; generating new content, writing blogs and ensuring that all show pages and company information is kept up-to-date
- Creation of e-flyers and editing images
- Management of One Community social media accounts across Facebook, twitter, Instagram and any other relevant social media channels for all the company's pages. This will include content generation, daily interaction and management of customer enquiries
- Digital and social activity at our events including filming, photos and live feeds
- Liaison with external event promoters to generate social content
- Keeping up-to-date with current digital trends and suggesting new ideas to enhance the digital strategy of the organisation
- To embed the role into the projects and services and represent all services provided by One Community online
- To ensure that there is a consistent approach to the image of One Community across the various platforms available
- Administrative or other marketing support to assist One Community as and when required

GENERAL

- To be largely self-sufficient in terms of the post's administrative work
- To promote equality and diversity in all aspects of work
- To comply with all of One Community policies and conditions of service as laid out in the Staff Handbook
- To comply with and work to all One Community procedures
- To undertake such additional responsibilities as required which are commensurate

with the grade and responsibilities of the post

- All employees and volunteers are expected to work as a team by actively sharing and exchanging information across the organisation, attending staff meetings when asked and working together with other staff when roles and interests overlap
- Deal with members of the public, users of the scheme and other professionals in an appropriate and sensitive manner and to communicate effectively with them verbally and in writing
- In all aspects of handling personal information all employees are required to work to maintain confidentiality and data protection
- To participate in One Community meetings and appraisal sessions as appropriate

CONDITIONS OF SERVICE

Full conditions of service are detailed in the Contract of Employment and the General Employment Handbook.

This post is subject to a minimum probationary period of six months

HOURS: 16 hours per week

Some of which will be unsocial, (after school, evenings and week-ends) however, time off in lieu may be available in some circumstances and the post-holder may on occasions be required to work additional hours in order to fulfil the needs of the service.

Behaviours Framework

Central to the delivery of the role are the One Community's values and behaviours and all employees are expected to work within One Community's Core Behaviours Framework. These are shared by all employees and applied to everything we do. The points for each behaviour are shown below:

Generic Staff Behaviours	Definition
Adaptability & Flexibility	Respond positively to change and adapt own behaviour or work practices when there is a change in the work environment.
Customer Service	Demonstrating an understanding that customers and customer satisfaction are the foundations of the organisations success.

NB This is not intended to be a full definition of duties and staff will be expected to assist in other such duties as may be allocated for the benefit of the organisation and their own personal development. It is also a non-contracted document and may be subject to change.

Communication	The ability to see where personal improvement can be made, and the willingness to undertake development opportunities to achieve them.
Personal Improvement (own learning & development)	The ability to see where personal improvements can be made, and the willingness to undertake development opportunities to achieve them.
Taking Responsibility and Achieving Results	The ability and willingness to focus on achieving individual and organisational goals.
Working with Others	The willingness to act as part of a team and work towards achieving organisational goals and outcomes.

All employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility. All employees are required to be flexible to undertake out of hours work as required, meetings outside office hours will be routine and officers will be expected to attend. This job description will be supplemented and further defined by annual objectives which will be developed in conjunction with the post holder.

This job description will be subject to regular review and One Community reserves the right to amend or add to the details.

Key Policies

We are an equal opportunities employer and therefore all staff are expected to comply with our equality policies and help create a work environment in which everyone is treated with dignity, respect, courtesy and fairness. You are also expected to fully comply with Health and Safety Policies and procedures in force to help maintain and develop a safe working environment. In pursuing a practice of continuous improvement and seeking to obtain best value in all aspects of the service, staff will be expected to assist in other such duties as may be allocated for the benefit of the organisation and their own personal development. Staff will be expected to assist if our organisation must deal with the results of a civil emergency.

DBS check

This post is subject to a criminal record check. The level required is: Adult and Children Workforce

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