



## Marketing Assistant Role Description

<b>Position:</b>	Marketing Assistant
<b>Salary:</b>	£24,011 to £25,741 per annum pro rata
<b>Hours:</b>	15 hours per week
<b>Reports To:</b>	Head of PR and Communications
<b>Direct Reports:</b>	None
<b>Area:</b>	Derbyshire County Wide
<b>Base:</b>	3 Park Road, Ripley, Derbyshire, DE5 3EF and home working
<b>Contract Length:</b>	To the end of August 2026

### RESPONSIBLE FOR:

The Acceleration Reform Fund Marketing Assistant will support the development and delivery of the project marketing strategy. This includes creating a variety of resources for Carers and hospital teams that will be available digitally, in hard copies and presented in a selection of formats.

Working directly with the Communications team and closely with the Acceleration Reform Team - you will be responsible for increasing engagement with Carers, partners and professionals. This is a developmental opportunity working closely with our Senior Management team.

### MAIN RESPONSIBILITIES:

- a) Coproduce marketing resources for professionals
- b) Create copy for a variety of marketing materials to include; leaflets/flyers, e-bulletins, newsletters, weekly carer support packages, advertisements, press releases and direct mailings
- c) Promotion and awareness raising of local community and voluntary sector hubs
- d) Working closely with the Hospital Discharge team to gain research information that can be used for targeted Carer communications



- e) Conduct research to investigate new opportunities and inform existing marketing and business development strategies
- f) Design and implement SEO and PPC advertising strategies to increase website traffic and to identify hidden Carers
- g) Use email marketing applications to create and analyse campaigns/surveys
- h) Use social media to raise awareness and promote the charity
- i) Carrying out data analysis to inform marketing decisions
- j) Developing systems for monitoring client satisfaction
- k) Researching, supporting and attending external conferences and events
- l) Generating case-studies and 'best-practices' stories
- m) Supporting the Customer Relationship Management system
- n) Liaising with representatives regarding marketing activities
- o) Liaising with external suppliers e.g. printers, event organisers

#### **Other Responsibilities**

- a) To uphold and promote company policies and procedures, promoting those specifically applicable to this area of work, including the Equality & Diversity and Health & Safety policies and procedures and attend training as requested.
- b) To keep up-to-date, as far as necessary, with new legislation, procedures and techniques and attend relevant mandatory training
- c) To ensure professional and efficient customer service is provided at all times when answering and responding to requests for information on behalf of DCA
- d) To employ good data security practices when handling personal, confidential or sensitive data
- e) To undertake any other duties as may reasonably be required commensurate with the post

**Job description's may be reviewed from time to time to take into account the changing circumstances and developments of the Charity, following discussion with the post holder**



<b>Skills, Qualities &amp; Knowledge</b>		
	Essential	Desirable
<b>Qualifications:</b>		
Literacy to at least level 3	✓	
Maths to at least level 2	✓	
IT qualifications/experience to level 2	✓	
Recent Marketing Degree		✓
Qualification in Photography		✓
<b>Experience</b>		
Recent experience of working in a marketing role/environment	✓	
Conducting market research	✓	
Working knowledge and experience of social media marketing	✓	
Co-ordinating events		✓
Liaising with various clients and building effective working relationships	✓	
Copy writing and proof reading	✓	
Experience of MS Office and professional design packages such as; Canva, InDesign or Illustrator	✓	
<b>Skills /Knowledge</b>		
Writing copy across a range of platforms	✓	
Ability to use all Microsoft office packages to level 2	✓	
Ability to work under pressure to meet deadlines	✓	
Ability to follow through tasks to an agreed conclusion	✓	
<b>Qualities/Approach linked to company values</b>		
A positive and proactive approach to working as part of a team	✓	
Ability to work towards shared objectives as part of a team	✓	
Excellent communication skills	✓	
Demonstrate a positive approach to equality and diversity and customer service	✓	
Demonstrate an ability to take responsibility for own and others Health and Safety at work	✓	
Flexible and professional approach	✓	
Demonstrate that you take responsibility and ownership, e.g. meeting deadlines, sharing practice, following organisational procedures, challenge processes that don't work for customers.	✓	

