

<b>Job title:</b>	<b>Communications and Marketing Assistant</b>
<b>Responsible to:</b>	Business Development Manager
<b>Responsible for:</b>	N/A
<b>Hours of Work:</b>	21 hours
<b>Location:</b>	Leeds
<b>Salary:</b>	FTE: £25,000 Actual salary: £15,000
<b>Staff Benefits</b>	<ul style="list-style-type: none"> <li>• 27 Days annual leave (pro rata for part time)</li> <li>• Paid monthly External Supervision</li> <li>• 4% contributing pension</li> <li>• Employee Assistance Program</li> </ul>
<b>Contract Length</b>	12 months (with potential to extend based on funding)

**The Team – Income Generation, Comms & Admin Team**

Business Development Manager - Amber Wilson  
Office Manager - Amy Bunce  
Fundraising Officer – Izzie Hauer  
Administrative Assistant – Lucie Ozanne  
Project Assistant (Year in Industry) – tbc

**The Job**

We're looking for a motivated and compassionate Communications and Marketing Assistant to join our growing team at Basis Yorkshire, a unique and vibrant small charity working with women who sex work and women young people being sexually exploited. We need a new member of staff to help us with marketing and communication, whether it's to promote our services, to fundraise, or to promote a campaign to end stigma and other forms of injustice those supported by the charity endure.

Our aim is to end stigma, create safety and promote empowerment. You will help us to communicate our message to a variety of audiences, from donors, to corporates, to the women and young people we work with, at local, regional and national reach.

# Job Description

## Communications and marketing

- Work closely with the team to support the creation, implementation and evaluation of communications and marketing strategies and campaigns, across all areas of Basis Yorkshire's work.
- Write audience-focused, engaging and relevant content - news stories, campaign copy, email newsletters, website pages, external articles, press releases, social media posts and articles for publications and other organisations' channels to generate interest in our work and respond to calls to action (campaigning or funding).
- Support wide-ranging internal stakeholders with communications and marketing advice and guidance, and targeted plans to achieve their aims and objectives.
- Provide editorial guidance, editing and proof-reading to ensure all external content is in line with Basis Yorkshire's
- Support the evolution of our brand guidelines, particularly language guidelines, working with colleagues to propose and incorporate changes.
- Keep up to date with language use externally and advise on necessary changes to guidelines.
- Work with other teams to embed brand guidelines into their work as part of editorial process.
- Work with the Fundraising Officer to ensure the voices the women and young people remain central to all our external communications, ensuring this is done in an ethical, safe and appropriate manner
- Provide engaging content outlining key achievements and incorporating appropriate family stories that show the impact of the charity's work.
- Monitor and measure all communications and marketing activities.
- Benchmark Basis Yorkshire's communications and marketing activities against wider external organisations, and best practice guidelines.

## Digital

- Plan, deliver, monitor and evaluate digital communications and marketing strategies and campaigns in close collaboration with the Fundraising Officer and the Business Development Manager.
- Support the creation, monitoring and measuring of vibrant digital content across all Basis Yorkshire channels, liaising closely with the frontline delivery staff and management team.
- Plan, write and evaluate email marketing campaigns and newsletters for target audiences.
- Deliver website content and updates as required, working with colleagues to ensure these meet the needs of target audiences and campaigns.
- Deliver audience-focused social media content using effective scheduling, monitoring and evaluation tools and ensuring best practice.
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- Support colleagues across the organisation, answering enquiries on our channels.
- Work closely with partner organisations, to deliver collaborative digital and other content and campaigns, based on audience need.

## **General**

- Have a strong understanding of the context which Basis Yorkshire works in, and the political, social and financial environment in which it exists, to inform the tone and content of our work.
- Carry out other general communications and marketing tasks that may arise.
- Ensure all data is used in a way that is consistent with information governance legislation and internal guidelines.
- Contribute to team meetings and organisational priorities, strategic goals and performance targets
- Actively engage in regular internal and external supervision to support professional development and reflective practice.
- Support and provide supervision for volunteers
- Be flexible within the broad remit of the post
- Ensure that finance and resources are used effectively and within budget
- Work collaboratively on projects and priorities with your line manager which may vary from time to time
- Be proactive in keeping up to date with and generating development relating to your work (including policy updates)
- Abide by organisational policies and practices, and our values
- Support diversity and equality of opportunity in the workplace
- Ensure that effective safeguarding procedures are in place and are acted upon

# Recruitment Pack – Communications Assistant

Person Specifications	Essential	Desirable	Where Evidenced?
<b>EXPERIENCE</b>			
Creating content for a variety of audiences	X		Application and Practical Test
Experience of editing and proof reading the work of others	X		Application and Practical Test
Organisational social media experience	X		Application and Interview
<b>SKILLS, ABILITIES &amp; knowledge</b>			
Excellent visual, written and verbal communication skills	X		Application, Interview
Able to create high-performing content - online and offline		X	Interview
Knowledge of website content management systems and email marketing (eg. Mailchimp)		X	Interview
Microsoft Office, including Word, Excel, Outlook and PowerPoint skills	X		Interview and Practical Test
Experience with Canva or similar graphic design software	X		Application and Interview
Knowledge of social media scheduling and monitoring tools.		X	Application and Interview
Creative and innovative thinking and planning skills	X		Interview
The ability to work independently and as part of a team	X		Interview
Understanding brand guidelines and tone of voice	X		Interview
Understanding of women who sex work and women & young people who are sexually exploited		X	Application and Interview
An awareness of community fundraising methods and systems such as JustGiving		X	Application and Interview
<b>PERSONAL ATTRIBUTES AND OTHER REQUIREMENTS</b>			
The ability to work under pressure, and to deadlines	X		Application and Interview
Creative, hardworking and organised	X		Interview
Committed to working as part of a team	X		Interview
Flexible and adaptable	X		Interview
Commitment to Basis values	X		Application and Interview
Commitment to equality, diversity, inclusion and fairness for all	X		Interview
Commitment to safeguarding	X		Interview