

Digital and Communications Assistant



Job Title: Digital and Communications Assistant
Reporting to: Social Media and Digital Marketing Manager
Responsible for: N/A
Based: Office is based in Angel, London with hybrid models of working
Hours: 28-35 hours per week, open to job share or other flexible options
Salary: Band E4, £32,060 per annum for a 35 hour week or pro-rata

OVERALL PURPOSE

The Digital and Communications Assistant supports the Communications, Campaigns and Research team to deliver inspiring content across all our communications channels and to engage young women in our work. You will be responsible for day to day monitoring of our social media channels, producing weekly news round ups, producing content for our website and social media platforms, liaising with external suppliers and supporting the team with key processes such as content planning and media monitoring and evaluation.

We understand that not everyone will be able to meet all of the criteria fully from day one, so we are looking for potential as well as experience and skills, and we will offer on the job support and training to the successful candidate.

KEY ACTIVITIES

Digital and social media

- Support the Social Media and Digital Marketing Manager with day to day monitoring of our social media channels, including scheduling and posting content in line with the content plan, and responding to followers.
- Produce simple social media content in line with the content plan, including copy and graphics.
- Produce website content in line with the content plan and key messages, including blogs and web pages.
- Write, schedule and analyse email campaigns, under the direction of the Senior Social Media and Digital Marketing Officer.
- Support the content planning process by organising content planning meetings, keeping the content planner up to date, and working with teams across the organisation to gather briefs and requirements.
- Collate data from social media platforms and campaigns and produce simple reports to help the Digital team analyse performance and optimize activities.
- Proactively contribute to our social media plans by suggesting content ideas.
- Manage the digital inbox, acting as the first port of call for the team.
- Support young women to create and contribute content such as blogs and films – writing briefs, speaking to young women, and organising filming and photography opportunities.

Communications, campaigns and marketing

- Support the team to develop communications materials including social media assets, videos, images and reports, by maintaining supplier lists, coordinating briefs, and liaising with suppliers.

- Maintain and update media contact lists and lists of media volunteers (young women who share their stories with the media).
- Recruit, interview and support young women who want to share their stories in the media and in our communications materials.
- Monitor media coverage of YWT and the key issues we cover, producing reports and sharing coverage with colleagues.
- Manage the Media inbox, responding to basic media enquiries and fielding them to colleagues as needed.
- Support the organisation of events and photoshoots, including booking venues, managing invite lists and arranging logistics.
- Maintain banks of images, stories and other creative assets, ensuring the right permissions are in place.

Research

- Support the Research Lead to produce research reports, including liaising with designers and contributors, and proofreading.
- Support the dissemination of our research, including creating content for Research Centre web pages.

General

- Collaborate on projects across the whole organisation
- Support the wider team as appropriate, providing cover when required

PERSON SPECIFICATION

Experience

- Experience of producing effective, engaging content for a range of social media channels, with a strong understanding of social media platforms.
- Experience of using Excel to collate and organise data.
- Experience of working as part of a team and building strong working relationships with a range of different people.

Skills and attributes

- Excellent written and verbal communication skills, with the ability to write content for social media and the web.
- Creative thinking, with the ability to generate and share ideas for content and campaigns.
- Good organisational and time management skills, with the ability to manage both day to day processes and tasks whilst working on projects and campaigns.
- The ability to work sensitively with young women to support them to contribute to our digital and communications activity.
- Curious and informed about the media, news and current affairs, and able to spot opportunities for the charity to get involved in relevant external issues and trends.
- Quick to learn and keen to learn a range of digital platforms including content management systems and social media management tools.
- An understanding of the charity aims and mission and the challenges that young women face.

At Young Women's Trust we value and celebrate diversity, and welcome applications regardless of age, gender, ethnicity, disability, religion, sexual orientation or gender identity. We particularly encourage applications from communities under-represented in our sector including racially minoritised people, people with disabilities, and those from low socio-economic backgrounds.

You'll be joining a team that will embrace your ideas and support and encourage you to bring your whole self to work.