



Marketing Assistant

Reporting to:	Head of Marketing
Hours:	37.5 hours per week
Location:	Split between working from home and Islington
Salary:	£24,000 per annum dependent upon experience

Providing unforgettable breaks for nearly 60 years

Our essential short breaks boost wellbeing, rejuvenate relationships and bring disabled people and carers closer together. We create revitalising breaks filled with entertainment and new experiences, backed up by 24-hour expert care and much needed reassurance for our guests. Without Revitalise, some time away from the challenges of everyday life would simply be out of reach for many disabled people and their families.

At Revitalise, we like to come to work determined that the world is going to be a slightly better place for people at the end of today than it was yesterday, and that we're going to help make that happen.

Your role

You will play a vital role in supporting our busy marketing team, including the planning and execution of online and offline marketing output, internal communications and essential administrative support.

Your role will help us to create high quality, purposeful marketing campaigns and content that supports our organisational objectives, including raising the profile of our charity, reaching more disabled people and carers. Your role will also help to ensure that the marketing team is visible and accessible to the rest of the charity.



Objectives of Role

1. To develop our internal communications output alongside our Head of Marketing, producing content that adheres to our organisational values and engages all internal colleagues.
2. To organise any administrative based tasks for the marketing and communications team, ensuring that supplier relationships are managed and nurtured positively and efficiently.
3. To manage social media content across all channels, ensuring that frequency of posting is maintained, content is purposeful and well thought out supporting our organisational objectives.

Specific duties will include:

1. Creating, planning and executing social content across all channels
2. Planning and drafting internal communications content
3. Assisting the Senior Marketing Executive with marketing campaigns both on and offline
4. General administration within the team, including answering emails, processing invoices and liaising with external suppliers
5. Supporting the marketing team as a whole with marketing and PR as needed
6. To attend and contribute to team meetings as required
7. To represent the charity at exhibitions and events as required

General:

- Complying with Revitalises' policies and procedures at all times.
- Covering for other members of the team as necessary.
- Attending and participating in team meetings and other meetings as required.
- Being proactive in reflecting on own performance and identifying and acting upon areas for improvement and development.
- Undertaking, as required, any other duties compatible with the level and nature of the post and/or reasonably required by your line manager or senior colleagues.



Person Specification

We need you to give evidence of how you meet the requirements in each numbered point listed below:

Experience

1. Experience of using a range of computer software applications including Microsoft Office (Word, Excel, Outlook, PowerPoint)
2. Experience of social media content creation and/or management of business social media accounts
3. Experience of working effectively as part of a team
4. Experience of being proactive in developing own knowledge and skills

Skills, knowledge and abilities

1. Strong copywriting skills
2. Excellent interpersonal and communication skills
3. Excellent initiative and the ability to self manage to strict deadlines, prioritising competing tasks
4. A positive 'can do' attitude and flexibility in taking on a variety of tasks
5. A willingness to develop digital marketing skills including content management systems, Google Analytics and e-marketing software
6. A genuine interest in working for a charity supporting disabled people and carers

The following are required of all roles within Revitalise. However, you do not need to address these in your application.

- Willingness to work flexibly in response to changing organisational requirements.
 - Willingness and ability to travel within the UK occasionally with overnight stays where necessary.
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In the interview and selection process, we will be assessing candidates against the following competencies (you do not need to address these in your application).

Competency	What are we looking for
1. Caring and including	<ul style="list-style-type: none"> • Is passionate and professional about Revitalise's purpose to deliver a great experience for our guests • Strives to create a warm, supportive and enjoyable guest/customer and working environment • Seeks feedback to improve the team's services and champions improvement initiatives • Actively promotes equality, diversity and inclusion among colleagues and guests/customers.
2. Collaborating and influencing	<ul style="list-style-type: none"> • Shows self-awareness, empathy and manages emotions appropriately at work • Welcomes feedback to improve personal style and contribution • Collaborates well with other people • Networks effectively internally and externally • Shows sound oral communication and influencing skills
3. Understanding and doing	<ul style="list-style-type: none"> • Able to find and analyse relevant written and numerical information and use it to make sound judgements • Able to think strategically and make sensible decisions • Demonstrates the necessary technical skills and aptitudes at the level that are required for the role • Has good writing skills at the level required for the job • Plans, organises and manages time well • Demonstrates compliance and accountability
4. Change-making	<ul style="list-style-type: none"> • Shows proactivity and initiative • Demonstrates critical thinking - is prepared to challenge the way things are done to bring about improvements • Is flexible and resilient in the face of new ideas, improvement and change • Demonstrates innovation and creativity in service development and problem-solving • Actively seeks to deliver efficiency and value for money

To apply

Please return your application form to lranger@revitalise.org.uk

by **4th February**. It is important that your covering letter:

- explains why you are interested in this role and in working for Revitalise

Revitalise



- describes your experience and attributes against all the numbered items on the Person Specification for the role, giving us clear examples