

JOB DESCRIPTIONS



JOB DESCRIPTION		
1	Job Title	Marketing and Communications Assistant
	Salary	£16000 - £18000
	Hours of Work	You will have a standard working week of a minimum of 35 hours inc. 1 hour for lunch, you will be required to work outside of normal office hours with some evening and weekend sessions.
	Location	Derby County Community Trust, 14 Pride Point Drive, Pride Park, Derby, DE24 8BX
	Responsible to	Marketing & Communications Manager
	Responsible for	Supporting the marketing and communications function at Derby County Community Trust
	Contractual status	1 Year Fixed Term
	Job share	Not suitable for job share
2	Overall purpose of the Job	The Marketing and Communication Assistant will work alongside the Marketing and Communications Manager to execute the trust's marketing and communications strategies across multiple channels and working with a number of stakeholders.

3	<p>Duties and Responsibilities</p>	<p>Collate information, proof and contribute to all literature and communications.</p> <p>Generate promotional materials for DCCT to raise awareness of the Trust's brand and increase sales.</p> <p>Update DCCT website, social media and other web based communication tools. Keeping information fresh, lively and up to date.</p> <p>Update a databank of all data collected by DCCT and its relevant programmes and in keeping with GDPR regulations.</p> <p>Communicate successes internally and externally through electronic and other means.</p> <p>Develop new ways of communicating with stakeholders and ensure that all groups of stakeholders are engaged and informed.</p> <p>Write and coordinate information and press releases. Nurturing relationships with local press and identify key contacts nationally.</p> <p>Take photographs, editing, labelling and storing systematically.</p> <p>Help with the organisation of DCCT events.</p> <p>Attending DCCT events and writing news stories</p> <p>Design and issue bulk emails and texts</p> <p>To agree to a personal development programme approved by the Head of Community</p> <p>Monitoring and evaluating personal performance in relation to the core activity programme</p> <p>Developing your personal knowledge for the benefit of both yourself and the Community Scheme</p> <p>Complying with the company policy requirements for Equal opportunities, Racial Equality, Sex Discrimination and Disability</p>

4	General	<p>To at all times represent Derby County Football Club in a professional manner regarding to dress, presentation, personal hygiene, attitude, conduct and professionalism.</p> <p>To be able to work flexible and unsociable hours where the role of the job requires.</p>

PERSON SPECIFICATION	DESCRIPTION
Essential	<p>Demonstrable experience of effective use of marketing and communications with a brand or project.</p> <p>Excellent verbal, presentation and written communication skills for a range of purposes and audiences.</p> <p>Communication and literacy, including writing creative and engaging content, proof-reading and correcting content.</p> <p>An ability to co-ordinate projects with two or more stakeholders using a collaborative and professional approach.</p> <p>Ability to manage demanding workloads, a range of tasks, to work under pressure and to complete tasks within deadlines.</p> <p>Ability to develop, implement clear and concise actions plans.</p> <p>Ability to monitor and analyse data of marketing approaches to assess effectiveness.</p> <p>Highly motivated, creative and able to use own initiative.</p> <p>The ability to use IT competently and utilise to maximise the profile of the charity.</p>
Desirable	<p>A degree related to Marketing and Communications or relevant experience.</p> <p>Experience and knowledge of the charity sector.</p> <p>Experience and knowledge of Football Club's community projects.</p> <p>Strong understanding of a successful marketing mix.</p> <p>Strong understanding of the local Derbyshire network in sport and community safety.</p>