

JOB DESCRIPTION

Job Title	Communications Assistant (Digital)
Reporting to:	Head of Communications
Location	Central London, with some remote working supported
Hours	Up to 37.5 hours / 5 days a week Flexible working arrangements supported
Salary Band/Grade	1
Duration	Permanent

Background Information

About the Centre for Ageing Better

The Centre for Ageing Better is a charity, funded by an endowment from The National Lottery Community Fund, working to create a society where everyone enjoys a good later life. We want more people to be in fulfilling work, in good health, living in safe, accessible homes and connected communities. By focussing on those approaching later life and at risk of missing out, we will create lasting change in society. We are bold and innovative in our approach to improving later lives. We work in partnership with a diverse range of organisations. As a part of the What Works network, we are grounded in evidence.

Job Purpose

Working within a small, highly focused team, the Communications Assistant (digital) will provide editorial, strategic, creative and operational support to the Communications team and other staff. Key responsibilities will focus on supporting and expanding our digital reach including helping manage and monitor our website, publishing online, managing and monitoring social media, managing our twice-monthly email news and research alerts. But responsibilities and work will also include a variety of other communications functions and will vary over time.

Specific duties and responsibilities

Specifics:

- Develop, update, produce and publish content (visual and editorial) for website, e-alerts, and social media channels, in line with brand guidelines and search engine optimisation (SEO) best practice.
- Work with colleagues across the organisation to support digital communications work:
- Daily publishing, monitoring and reporting of social media channels (Twitter, LinkedIn), contributing to the development and delivery of social media campaigns to grow and engage with our audience and key stakeholders.
- Photo and video editing of images, social media and video using Adobe Photoshop and Premiere.
- Support Communications Team and wider organisation in capturing and representing individuals' experience of later life, project managing library of rich media content assets and a 'Lived Experience' database.
- Work with colleagues to maximise event reach and thought leadership using channels such as Periscope, YouTube, and Twitter.
- Provide administrative support to develop and deliver digital workshops, partner, and supplier meetings.
- Manage our mailing list and ensure a smooth and regular process of mailing two e-shots every month on our news and a research & policy stream
- Producing monthly reports that cover trends and analytics for all out communications output

In addition, the post holder should work with colleagues:

The Communications Assistant (Digital) will also work with colleagues across the organisation to:

- To take a 'change communications' perspective on policy development and programme/project planning, supporting other teams with ideas for and delivery of the best methods for external engagement
- To ensure that lived experience and the end benefit to ordinary people of the changes we seek to make is reflected in all our communications
- To be hands-on in drafting and placing content of all types for programmes and the wider agenda
- To plan and schedule communications with colleagues
- To manage corporate projects including those that maintain our brand and credibility, and demonstrate our impact (e.g. facts and stats, Impact reports)
- To procure and manage suppliers, getting the best value for money and ensuring they deliver on time and to a high standard
- To create compelling content across programmes and the wider agenda including media articles and press release, slide decks, blog content, policy briefings, consultation responses, pieces for internal communications, speeches and so on
- To develop, manage and use owned, earned and bought communications channels including publishing on the website and on social media channels, writing for and

pitching to media including national, specialist, broadcast and digital media, help plan and manage events

- To work with colleagues on brand development, publishing and design, managing suppliers, creating rich media including photography and video, ensuring that the stories of people with lived experience are sources and included in our communications, monitoring and reporting on our output
- Maintain accurate records, ensure purchase orders are raised and invoices forwarded to the Finance Team in a timely manner.

Act in line with Ageing Better's principles and values

- Take personal responsibility for safeguarding and promoting the rights of older people
- Comply with our policies and procedures at all times, in particular Data Protection
- Promote and support open and effective collaboration across Ageing Better
- Carry out all duties in a professional manner and in line with our values
- Undertake any other roles or responsibilities that may be reasonably required

Person specification

Criteria	Essential	Desirable	How identified & assessed
Education / qualification and training			
Knowledge / skills			
Excellent organisational skills and ability to juggle multiple projects simultaneously, while maintaining a high degree of accuracy and professionalism.	x		Application / interview
Excellent time management and prioritising skills; ability to work to tight deadlines.	x		Application / interview
Excellent written communication skills and experience dealing with a wide range of people.	x		Application / interview
Good computer skills in both technical and content development, and experience using Drupal or equivalent CMS as well as Microsoft packages,	x		Application / interview/test
Digital, social media and audio-visual skills and experience using Adobe Photoshop, illustrator, InDesign and Premiere.	x		Application / interview/test
Ability to work with databases and maintain accurate records.	x		Application / interview
Experience			
Experience working, in a paid or voluntary capacity, in a fast-paced and complex environment.	x		Application / interview
Relevant experience supporting digital communications for charity or non-profit organisation, e.g. website, social media, email marketing.	x		Application / interview

Personal qualities			
Commitment to Ageing Better's mission and principles	x		Interview
Collaborative approach and ability to build effective relationships with a wide range of people	x		Interview
Ability to take initiative and be creative in solving problems	x		Interview
Ability to work independently and collaboratively as part of a small team	x		Interview