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# Job Description

# Marketing & Communications Assistant

## Purpose and Aims of the role

Sight Life provides a range of services to blind and partially sighted people across much of South Wales. We are now looking for a full time Marketing & Communications Assistant to support with implementing our marketing strategy.

**General Information**

Job Title: Assistant Marketing Officer

Location: Office Based at Jones Court Cardiff with potential for some homeworking as required.

Renumeration: £9,600.00 / year

Hours: Two days per week.

Duration: Commencing April/May 2024. This is a fixed term post. Funding has been secured from for this post for 11 months.

Responsible for: Please see the “What will I be doing outline below”.

Reports to: Fundraising Manager/CEO

## What will I be doing?

* Promoting Sight Life’s work under the Shared Prosperity Fund
* Making amendments to the website through WordPress
* Preparing, writing, and scheduling social media posts
* Designing assets on Canva
* Writing copy for the quarterly newsletter and website
* Writing fundraising communications and marketing material
* Using and updating third-party fundraising platforms used to collect donations
* Helping to provide a brief for videos for the website and social media
* Assisting on fundraising campaigns and Christmas campaigns
* Helping to prepare Sight Life’s Impact Reports
* Supporting with the SEO for the website, including google AdWords and Facebook ads.
* Fundraising research tasks
* Representing Sight Life at external meetings and events as required, acting as an ambassador for the organisation and engaging with stakeholders.
* Producing short videos on tablets/mobile phones

## What skills can I bring to this role?

* Ability to work on own initiative.
* Good communication and writing skills, with some prior experience in a Communications role or course and the ability to write copy for different audiences.
* Experience using WordPress, Hootsuite and Canva are desired.

## What qualities do I need?

* Be enthusiastic, flexible and committed to the cause.
* A fast learner
* Reliability and a commitment to treat all information in a confidential manner.
* Ability to communicate in Welsh language.

## When will I be needed?

* The role will be for 2 days per week for 11 months.

## Location

* Jones Court, Womanby Street, with some homeworking required.

## What support will I be given?

* Induction
* Training
* Supervision and support from your manager

## Additional Information

To apply, please send a 2-page CV and covering letter to Nicola.Llewellyn@sightlife.wales

## Contact Details

For more information please contact Michelle Jones on 02920 398900