

## VACANCY

### Marketing Assistant

<b>Department:</b>	Communications
<b>Reports to:</b>	Executive Communications and Marketing Manager / Communications Co-ordinator
<b>Designation:</b>	Permanent (5)
<b>Salary:</b>	Between £8.90 and £9.00 per hour
<b>Hours:</b>	37.5 hours with an additional 1 hours, to support activity as required. (38.5 hours)
<b>Benefits / Equipment:</b>	Annually 28 days holiday inc. Bank Holidays (210 hours) Access to Newlife Pension Scheme Staff discount, following 12 weeks service Health Cash Plan at level 1, post probation

#### **About Newlife:**

Newlife's mission is to save and change the lives of disabled and terminally ill children, across the UK.

We have over 25 years of success and we continue to help disabled children and their families, by funding:

- Free national Nurse manned helpline
- Specialist equipment grants
- Emergency equipment loans
- Child health research
- Action to campaign for change
- A 'training into work' opportunity for disabled adults
- Environmental protection

You can find out more about Newlife the Charity for Disabled Children by visiting our website: [www.newlifecharity.co.uk](http://www.newlifecharity.co.uk)

#### **Post Summary:**

Working as part of the Communications Marketing Department this role assists in the day to day management of all of Newlife's Marketing activity. A perfect opportunity for those seeking a career in Marketing within a professional team that will encourage the successful candidate to continually stretch themselves. This will include; supporting strategy, sourcing & drafting leads and, creating & responding to any inbound communications.

We are looking for someone with the ability and proven experience in marketing to help create and maintain leads for added brand value for awareness of Newlife's services and commercial endeavors. The right candidate should have a proven track record with excellent written and oral communication skills and the confidence to present in varying ways

If you feel you have the essential (must have) requirements and can also demonstrate a significant number of points from the desired (could have) requirements shown, please apply.

### **Essential Requirements:**

- Demonstrative Marketing Abilities and/or relevant qualifications.
- Confidence and experience of being able to present in varying ways.
- Able to demonstrate customer service skills and experience.
- Excellent personal communication skills, both orally and written to be able to engage all audiences.
- Goal driven
- Ability to analyse data and create reports
- Well organised with excellent planning skills.
- Ability to prioritise workload to meet deadlines.
- The ability to work as part of a team with a supportive and motivational approach.
- Well-developed Admin and IT skills.
- Able to create and maintain records.
- Willing and able to work towards CPD and keep up to date in the field of work.
- Ability to mimic the voice and tone of the organization.
- Attention to detail.
- Ability to source leads.

### **Desirable Requirements:**

- Experience working for a charitable or not for profit organisation.

### **Primary Responsibilities:**

In respect of Newlife you will have responsibility for:

- Sourcing leads fit for increasing Newlife's brand awareness, its services and commercial endeavors
- Sourcing leads for added value to the whole organisation
- Increasing the brand awareness
- Increasing applications and awareness of our care services
- Increasing commercial endeavors both B2B and B2C
- Responding to queries, giving customer service and liaising with internal teams.
- Presenting data in varying ways for promotional activities, customer and donor research activities and income generation leads.
- Drafting communication within deadlines.
- Helping the team to define strategies for Marketing across; the organisation, media points and audiences.
- Liaising with the wider team and relevant departments in order to successfully execute duties and achieve objectives accordingly.
- Feed Social Messages to third parties as and when required while working with the Social Media Assistant.
- Work alongside the wider communications marketing team to develop all assets.
- Work alongside the wider communications team to manage reviews and business listings.
- Attending meetings and producing notes and actions when required.
- Keeping full and proper records, which can include; capturing KPI information, analysing and organizing data capture.
- Working to KPI targets.
- Understanding all target audiences across the Organisation

### **Additional Responsibilities / Expectations:**

- Maintain the **Mission Vision** and **Values** through work.
- Work in accordance with all internal policies and procedures.
- Adhere to all Health and Safety policies and procedures and use all equipment in a safe and appropriate manner.
- Always compassionate and deserving of trust.
- Willingness to train and develop as required.
- Willingness to commit to our policies around equality and diversity.
- The commitment to be part of the culture of what makes Newlife different and successful.
- Ability to build good appropriate relationships with people at all levels while maintaining confidentiality and respect of your colleagues.
- Any other duties as required from time to time.

### **Notes:**

All offers of employment will be made subject to satisfactory references being received.

All Newlife roles are subject to a 6 months probationary period.

### **Our Values:**

- Always compassionate and deserving of trust - in all we do.
- Making things happen - for those we serve.
- Leading in our field - to make things better.
- People at our heart - every day.

### **Interested?**

Find out more about Newlife by Searching for Newlife on social media, visiting [www.newlifecharity.co.uk](http://www.newlifecharity.co.uk) and [www.newlifestores.co.uk](http://www.newlifestores.co.uk) or see what current employees say by visiting [www.newlifecharity.co.uk/docs/about/employment.shtml](http://www.newlifecharity.co.uk/docs/about/employment.shtml)

### **To apply:**

Submit a Newlife Application Form which is available from our website, by calling The People Team (01543 431495) or by visiting the Newlife SuperStore in Cannock, via online submission, by email to [peopleteam@newlifecharity.co.uk](mailto:peopleteam@newlifecharity.co.uk) or by post to Newlife Centre, Hemlock Way, Cannock, Staffs, WS11 7GF. Alternatively you can send us your CV.

If you have any problems with completing the application form or would like further information please email or call the People Team.

Newlife the Charity for Disabled Children is an Equal Opportunities Employer and a Disability Confident Employer.

### **Other Info:**

Newlife the Charity for Disabled Children - Registered Charity Number: 1170125 in England & Wales

