



Finance and Administrative worker - JOB DESCRIPTION 2010

This post is recruited by Leicestershire AIDS Support Services. The post holder will be seconded to the Tomorrowtogether Ltd. Tomorrowtogether is a social enterprise that supports disadvantaged people back to employment.

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|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| Job Title: | Marketing Assistant |
| Working Hours: | 25 hours per week <i>(flexible may include some evening and weekend work)</i> |
| Salary: | Minimum wage rates apply <i>(£4.83 per hour age 18-21 or £5.80 per hour 22 and over)</i> |
| Reports To: | Chief Executive |
| Job Purpose: | To provide basic marketing support to Tomorrowtogether Ltd a social enterprise promoting employment opportunities for disadvantaged groups. |

- Prepare flyers, posters, order forms and other materials for publication in print or on the internet
- Compile mailing lists and databases for the distribution of marketing materials
- Call potential organizations and individuals to open up leads
- Help to run stalls at exhibitions and networking events
- Posting information on the Internet using social networking sites (e.g. Face book)
- Draft and design publicity material
- Answer enquiries by email or telephone and respond appropriately
- Keep records and statistics of responses and enquiries resulting from marketing campaigns
- Help with the planning and organization of marketing events, especially attendance at networking events and exhibitions
- Keep simple accounts and record sales and monitor budgets
- Type minutes/reports as required.

Skills and Desirable Experience

Training, support and management meetings will be provided to support employees in their role, however we expect the following:

- To identify with or have an understanding of the employment issues faced by disadvantaged people
- A commitment to and understanding of a high level of confidentiality in this work.
- Polite telephone manner
- Ability to communicate effectively and appropriately with people from a variety of backgrounds
- Ability to take and relay messages
- Understanding of Microsoft office equivalent to E.C.D.L. or RSA C.L.A.I.T. level 2



LEICESTERSHIRE AIDS SUPPORT SERVICES

PERSON SPECIFICATION 2010

| JOB TITLE: Marketing Assistant | Essential | Desirable | Assessed by* |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------------------------------|----------------------------------------------------------------------------|
| <p>Education/Training Qualifications:</p> <p>IT qualification, ECDL or CLAIT level 2 or equivalent. Accurate keyboard skills.</p> <p>Good standard of written and spoken English to GCSE or equivalent.</p> <p>Internet skills: use of web browser to access web sites, accessing, reading and sending e-mails</p> | <p>√</p> <p>√</p> <p>√</p> | <p>√</p> | <p>App/Test</p> <p>App/Int/Test</p> <p>App/Int/Test</p> |
| <p>Experience:</p> <p>Polite telephone manner</p> <p>High level of communication - verbal and written</p> <p>Relaying messages</p> <p>Working or volunteering in a community based organisation</p> <p>Working on the Internet: reading web sites, sending email</p> <p>Ability to use simple graphics packages for artwork and layout of flyers</p> | <p>√</p> <p>√</p> <p>√</p> <p>√</p> | <p>√</p> <p>√</p> <p>√</p> <p>√</p> | <p>Test</p> <p>Test</p> <p>Test</p> <p>App/Int</p> <p>Test</p> <p>Test</p> |
| <p>Knowledge:</p> <p>Of the importance of confidentiality and equal opportunities.</p> <p>Of employment issues faced by disadvantaged women</p> <p>Marketing methods such as organising mailings, composing flyers, making telephone calls, compiling lists of contacts</p> | <p>√</p> <p>√</p> <p>√</p> | | <p>App/Int</p> <p>App/Int</p> <p>App/Int</p> |
| <p>In accordance with the Disability Discrimination Act 1995, reasonable adjustments will be made to the above requirements to accommodate a suitable candidate with a disability.</p> | | | |

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LEICESTERSHIRE AIDS SUPPORT SERVICES

Core Job Competencies:

- Ability to communicate effectively and appropriately with people from different backgrounds and in different settings by telephone, face to face and in writing either through conventional media or on the Internet.
- Basic understanding of marketing, publicity and advertising.
- Full understanding of the need for confidentiality, tact and diplomacy.
- Some aptitude for design and creativity when laying out printed materials
- Accuracy in handling information and data

Other requirements:

Good keyboard skills and a working knowledge of the web and email.

An understanding of and commitment to equal opportunities and the ability to apply this to work and day-to-day situations.

Methods of Assessment

App = Application Form; Test = Test; Int = Interview,