

Job Description

Communications Assistant

Job title:	Communications Assistant
Responsible to:	Communications and Engagement Manager
Duration:	12-month fixed term (maternity cover)
Location:	Hybrid role with some office attendance
Working hours:	Part-time, 16 to 18 hours per week
Salary:	£22,000 per annum (calculated on a pro-rata basis as £10,057 for 16-hours and £11,314 for 18 hours per week)

Purpose of the role

- To coordinate and support the creation of effective, optimised content for Lymphoma Action's email marketing campaigns to engage with our audiences, promote our activities and generate income.
- To support the Communications Team with the recording of key data, contributing to the Charity's objective of becoming a data and insight led organisation.
- To carry out key administrative tasks to support the maintenance, operation and effectiveness of the Lymphoma Action website.
- To work with the Communications and Engagement Managers, and other colleagues across the organisation, to maintain website content, ensuring it remains up to date, engaging and effective.

Key internal and external relationships

- Communications and Engagement Managers
- Digital Engagement Officer – Social Media
- Colleagues in the Communications team
- Director of Fundraising and Communications
- Fundraising, Services and Finance teams
- The Charity's donors and supporters
- People affected by lymphoma

Main duties

Email marketing

- To create direct marketing, fundraising and stewardship emails using the DotDigital platform, including coordinating with teams on content, design, formatting and data checking.

- To deliver these emails in line with the agreed schedule and processes.
- To review and assess the performance of email marketing activity through testing and regular reporting, engaging in the creation of reports for the data hub.
- To use data and insight to drive continuous refinement and improvement.

Website

- To support with administrative tasks underpinning the maintenance, operation and effectiveness of our website (using our CMS Drupal).
- To support with effective measurement and recording of website data for the purpose of analysis.
- To maintain website content, liaising with colleagues across the organisation to ensure their areas of the website remain current, engaging and effective.
- To support the Communications and Engagement Managers with developing and maintaining search engine optimisation (SEO) on the website

Support and administration

- To support with effective measurement and recording of communications Key Performance Indicators (KPIs).
- To understand the Lymphoma Action brand guidelines and tone of voice and support the Communications Team to ensure that all communications adhere to these.
- To use the Charity's CRM database to record enquires, actions and communications.

General

- To contribute to organisational effectiveness through positive team working.
- To be a positive representative for Lymphoma Action as required and display the organisational values at all times.
- To participate in staff training, organisation/team meetings and events, as required.
- To comply with the organisation's health and safety, confidentiality, data protection and other policies.
- Any other duties deemed appropriate by the Communications and Engagement Manager, subject to time and commensurate with level of responsibility and salary.

Person specification

This is the selection criteria for the role

It is not expected that the successful candidate will have experience/competency in all the areas highlighted. Lymphoma Action is committed to helping individuals develop professionally and personally, and your application is encouraged.

Experience and knowledge
<ul style="list-style-type: none"> • Experience of working and/or volunteering in a relevant role, eg. digital/ website/ communications/ marketing/ administration.
<ul style="list-style-type: none"> • Experience of using data and insight tools to assess and improve activities.
<ul style="list-style-type: none"> • An understanding of the charity sector and the role of comms/digital within it.

Skills and abilities
<ul style="list-style-type: none"> • Excellent verbal and written communication skills – including the ability to adapt writing styles for different audiences and platforms.
<ul style="list-style-type: none"> • Excellent IT skills – including Microsoft Office and ideally website management software – with a willingness to learn new systems and processes, eg. Canva, DotDigital, Photoshop, Drupal.
<ul style="list-style-type: none"> • Ability to work with and interpret data.
<ul style="list-style-type: none"> • Responsive, flexible and proactive approach to work.
<ul style="list-style-type: none"> • Able to use initiative to solve issues, with a willingness to think creatively and confidence to try new things.
<ul style="list-style-type: none"> • Excellent organisational skills with the ability to prioritise tasks, manage workload under pressure and work to deadlines.
<ul style="list-style-type: none"> • Ability to work collaboratively across teams.
<ul style="list-style-type: none"> • Ability to deal professionally and sympathetically with people affected by lymphoma.
<ul style="list-style-type: none"> • High level of attention to detail.

Values and Behaviours

Lymphoma Action works to a clear set of values in everything it does and this reflects the following behaviours we look for in all our staff.

Focused

- You focus on goals and on the best outcomes for our beneficiaries.
- You are strategic and make good decisions and don't just focus on short-term needs.
- You work in a flexible way, responding to new insights that will help increase our impact.

Empowering

- You inspire people, celebrate success and acknowledge the efforts of others.
- You support people to take on tasks and be confident in their decisions.
- You respect the decisions of others and are resilient in the face of change.

Trusted

- You are empathetic and show compassion, but respect professional boundaries.
- You do what you say you're going to do and take responsibility for your decisions.
- You are open and honest with yourself and others.

Innovative

- You are curious, open to new ideas and don't miss opportunities.
- You make time for reflection, creativity and learning and encourage others to do the same.
- You are willing to try new things and you learn quickly from your experiences.

Collaborative

- You are inclusive, treat everyone as an equal and embrace diversity.
 - You listen well, communicate openly and share your skills and knowledge with others.
 - You believe in the value of relationships and understanding differing perspectives/feelings.
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July 2024