



Marketing and Communications Assistant Job Description

Job Description and Personal Specification

Job Title	Marketing and Communications Assistant
Location	30-32 Upper Maudlin Street, Bristol BS2 8DJ
Terms	Permanent - Full time Largely office based in Central Bristol, with some home working.
Salary	c. £20,000 (DOE)

Multi-award-winning Wallace & Gromit's Grand Appeal works in partnership with Aardman Animations to support Bristol Children's Hospital and the region's Neonatal Intensive Care Unit. We are seeking a first-class individual to join our talented and ambitious team to help deliver a multi-million-pound programme of investment in the children's hospital.

Are you looking for an entry level role within a busy marketing and communications team? Do you have excellent copywriting, organisational and administration skills and are eager to learn more?

This new and exciting role is a fantastic opportunity for an aspiring and multi-talented individual looking to develop a career in marketing and communications, to join the team. You will have previous experience in marketing and communications, whether in paid work, as a volunteer, or as an intern.

As Marketing and Communications Assistant, you will act as a key point of contact with The Grand Appeal's supporter base, playing a vital role in contributing to the charity's brand awareness and fundraising impact.

Providing comprehensive support for the Marketing and Communications Team across the six brands operated by The Grand Appeal, you will write engaging content for a variety of platforms, adapting tone and style for each.

You will be a highly motivated team player with excellent oral and written communication skills. Attention to detail as well as being highly organised with a passion for all things marketing is essential. Enthusiasm, initiative and energy are key attributes of The Grand Appeal's team members.

In addition to a competitive salary, we offer employees a comprehensive benefits package including a pension scheme, medical benefits, and generous annual leave. Grand Appeal HQ is located opposite the Bristol Children's Hospital, close to the beautiful Bristol Harbourside and the range of shops in Cabot Circus.

Raising money for Bristol Children's Hospital | grandappeal.org.uk

30-32 Upper Maudlin Street, Bristol, BS2 8DJ | 0117 927 3888 | hello@grandappeal.org.uk

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The Grand Appeal offers a dynamic, supportive and rewarding workplace for over 40 staff. The bedrock of our organisation is its strong team culture in which all staff play an important part. If this sounds like the right workplace culture for you, you have the required skills and experience, and you are looking for a new challenge, get in touch.

Work for The Grand Appeal and you'll do more than just a job. The work we do really makes a difference to sick children, their families and the staff who care for them 24 hours a day, seven days a week. Together, we help save lives.

Key tasks and responsibilities

- Writing engaging, digital content for our eight social media channels and website (this could be for our retail audience, to promote an event or celebrate an incredible fundraiser or patient)
- Write and prepare ad-hoc newsletters to our supporters and retail audiences using Mailchimp, our email software
- Provide support to our events team, producing fresh ideas and copy for printed marketing materials (from leaflets to roadside banners)
- Day-to-day monitoring of our social media channels, providing regular interactions on behalf of the organisation
- Be the first point of contact for changes/additions to our website content, using WordPress and Shopify
- Complete general administration tasks for the communications and marketing team
- Monitor charity activity, reporting back any events or trends
- Attend and assist at fundraising events, and any photography or videography projects for marketing purposes
- Keep up-to-date with the latest digital developments, with a responsibility to keep your digital knowhow as current and relevant where possible
- Keep abreast of trends in social media and track awareness days and key events applicable to the charity, Bristol Children's Hospital and Neonatal Intensive Care Unit at St Michaels Hospital.
- Any other role commensurate with the operation of the charity as required

Personal Specification

E = essential D = desirable

Experience and Knowledge

Importance	Criteria	Assessment
E	Excellent copywriting skills and ability to tailor tone, according to audience	Application Interview



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E	An interest in digital marketing and communications	Application Interview
E	Knowledge of social media channels and how they are used by different users	Application Interview
E	Basic videography and/or photography skills	Application Interview
E	Proven record of working in a similar role, either in paid work, as an intern or volunteering role	Application Interview
E	Experience of using social media for business and/or events, e.g. Facebook Pages, LinkedIn, Instagram and Twitter and social media scheduling tools such as Buffer	Application Interview
D	Experience of working on marketing campaigns	Application Interview
D	Experience of using basic graphic design software such as Canva, Adobe Photoshop or Illustrator	Application Interview
D	Experience of assisting with website content management systems like WordPress or e-commerce websites such as Shopify	Application Interview
D	Experience of working in the third sector	Application Interview
D	Knowledge of GDPR and its impact on data handling	Application Interview
E	Experience using databases to record accurate and up to date information	Application Interview

Skills and abilities

Importance	Criteria	Assessment
E	Strong communication skills, both verbal and written, and ability to build relationships with both internal and external stakeholders	Application Interview
E	Excellent organisational and time-management skills with the ability to prioritise conflicting demands whilst maintaining accuracy and attention to detail	Application Interview
E	Excellent IT skills; confident in the use of Microsoft Office, CRM databases	Application Interview
E	Empathy with the aims, objectives and activities of the charity	Application Interview





E	The ability to work independently as well as collaboratively, using initiative and sound judgement	Application Interview
E	Self-motivated and able to use initiative	Application Interview
E	An approach to mirror our values: supportive, professional, collaborative, creative and confident	Application Interview
D	Basic awareness of hospital fundraising within the UK	Application Interview
E	Keen to learn and improve on an ongoing basis	Application Interview
E	Excellent networking and interpersonal skills	Application Interview
E	Ability to distil complex points into concise, compelling and inspiring copy	Application Interview
D	Advanced design and/or videography and/or photography skills	Application Interview

Other requirements of the role

Importance	Criteria
E	Cooperate and support the wider team, undertaking appraisals and personal development through annual reviews. Undertake mandatory training as required by the charity
E	Prepared to travel to events and work outside of normal working hours. TOIL will be provided in most circumstances
D	Car owner and full UK driving licence

How to Apply

Send your completed application form and a copy of your CV to jobs@grandappeal.org.uk

Closing date for applications: This is a rolling vacancy which will be closed when a suitable applicant is appointed. We anticipate a high volume of applicants for this role and suggest getting your application in soon as we will be interviewing suitable candidates as we go.

For informal discussions please contact the Comms Team at hello@grandappeal.org.uk

Application Form

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Name:

Job applied for: Marketing and Communications Assistant

Relevant skills and experience: (700 words max.)



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What makes you the ideal candidate for this role? (700 words max.)



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How did you hear about the vacancy? _____

Salary expectations for this role:

Current notice period length:

Do you need a work permit to work in the UK?

Interview availability

Current holiday or other commitments we should be aware of:

The Grand Appeal is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults, and expects staff and volunteers to share this commitment. The selected candidate will be appointed subject to a clear DBS check.

You must agree to our data privacy policy (link below) and the following data protection statement to progress your application.

Signed:

Date:

Data Protection

Your data will be held in accordance with the General Data Protection Regulation.

The information you provide will be used during the application process and will be kept on file for up to six months. If your application is successful, it will be kept on file for six years and will be used to set up your individual staff record. We may share your data in order to comply with legal requirements and obligations to third parties such as regulatory bodies and criminal records checks.

The Grand Appeal may make such information available to those who provide products or services to The Grand Appeal (such as advisers and payroll administrators), regulatory authorities and as may be required by law.

You can view our privacy policy at grandappeal.org.uk/privacy-policy

To Apply: send your completed application form and a copy of your CV to jobs@grandappeal.org.uk



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