



Marketing and Communications Assistant

Job Description and Personal Specification

Job Title	Marketing and Communications Assistant
Line Manager	Communications Manager
Location	30-32 Upper Maudlin Street, Bristol BS2 8DJ
Terms	Permanent, Full-Time Office-based with potential for hybrid working
Salary	£23,000 - £25,500 DOE

Summary of role

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

Multi-award-winning The Grand Appeal works in partnership with Aardman to support Bristol Children's Hospital and St Michael's Neonatal Intensive Care Unit. We are looking for an aspiring and talented individual to join our ambitious team who wants to develop a career in marketing and communications. You will have previous experience in marketing and communications - whether in paid work, as a volunteer, in your studies, or as an intern.

You will be a clear and natural communicator and a positive, motivated self-starter who isn't afraid to get stuck in. We are looking for a reliable and hard-working individual who will be able to thrive under the pace and demands of the role – it will be varied and require self-discipline and team spirit. The successful applicant will also bring with their experience a desire to further their skills in the areas they are less familiar with.

Providing comprehensive communications and copywriting support for the organisation, you will have excellent oral and written communication skills.

You will also provide administrative support across the team, helping ensure the smooth running of day-to-day operations, from managing shared inboxes and maintaining supporter's records, media filing and press clippings.

Attention to detail and being highly organised with a passion for marketing and communications are essential. Enthusiasm, initiative, and energy are the key attributes of all team members.

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What we offer:

The Grand Appeal offers a dynamic, supportive, and rewarding workplace for its approx. 45 staff. We have a strong team culture in which all staff are expected to play an important part. Our staff are talented, creative, ambitious and The Grand Appeal's most important resource.

Our package includes:

- Competitive salary
- Generous holiday allowance
- Healthcare plan (after probation)
- Pension scheme (including salary sacrifice)
- Hybrid working

If this sounds like the right workplace for you, you have the required skills and experience, and you are looking for a new challenge, we would love to hear from you.

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Key tasks and responsibilities:

Administration

- Monitor and manage the team inbox, responding to or directing enquiries promptly and professionally.
- Handle consent forms, ensuring all required permissions are accurately recorded and securely stored.
- Maintain an organised system for press clippings, tracking coverage and updating relevant records.
- Support efficient photo and media filing, ensuring digital assets are labelled, stored, and easily accessible to the wider team.
- Provide general administrative support across the Marketing and Communications Team as required, contributing to the smooth delivery of campaigns and projects.

Marketing and communications support

- Updating our website, ensuring content is accurate and SEO optimised.
- Provide marketing and communications support across the charity by scheduling and helping our team to craft compelling content for a variety of platforms and audiences, including but not limited to
- Writing engaging content for our multiple social media channels, including copy to promote our events calendar.
- Creating content for our website using WordPress while optimising copy and landing pages for search engine optimisation (SEO).
- Schedule compelling content across various channels informed by a monthly content plan.

Social media

- Assist in the day-to-day management of our social media channels, providing regular support and interactions on behalf of the organisation.
- Increase reach and engagement with our social media output.

Wider responsibilities include:

Development

- Keep up to date with the latest digital developments, with a responsibility to keep your digital know-how as current and relevant as 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 Michael's Hospital.
- A commitment to personal and team growth and learning.
- Attend training, meetings and other events as requested by your manager.

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Supporting the wider team

- Attend and assist at fundraising events and any photography or videography projects for marketing purposes.
- Provide regular support for the operation of our stall in Bristol Children's Hospital, selling merchandise and liaising with potential supporters.
- Carry out other tasks/duties to support teams and colleagues across the organisation.

This role profile is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments in the charity. All job descriptions are non-contractual and give a sense of the broad scope of the role and so include a level of flexibility. While they list some key tasks, there will also always be tasks that arise, and which can be reasonably expected of the role.

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

How to apply

Complete the application form and send to jobs@grandappeal.org.uk with a copy of your CV.

The closing date for applications is midnight, Sunday 23 November.

For an informal discussion, please contact Chloe Smith, Communications Manager, at hello@grandappeal.org.uk

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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
E	A strong interest in digital marketing and communications	Application Interview
E	Knowledge of social media channels and how organic and paid content is used	Application Interview
E	Proven record of working in a similar role, either in paid work, as an intern or volunteering role	Application Interview
D	Experience in using social media for business and/or events, e.g. Meta, LinkedIn, Instagram and Twitter and social media scheduling tools	Application Interview
D	Experience of working on marketing campaigns	Application Interview
D	Experience in creating paid social media ads and/or paid search campaigns	Application Interview
D	Experience in using basic graphic design software such as Canva, Adobe Photoshop or Illustrator	Application Interview
D	Experience in assisting with website content management systems like WordPress	Application Interview
D	Experience working in the third sector	Application Interview
D	Knowledge of GDPR and its impact on data handling	Application Interview
D	Experience using CRM databases to record accurate and up to date information	Application Interview

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Skills and abilities

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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 while 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
E	Commitment to continuing personal and professional development	Application Interview
E	Excellent 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

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Other requirements of the role

Importance	Criteria
E	Working flexibly and providing support for the wider team
E	Complete annual appraisals and shape personal development through annual reviews
E	Complete 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	Full UK driving license and access to a car

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