



Job Description

Job Title	Social Media & Digital Marketing Assistant
Department	Central Services
Base Location	Colwyn Bay
Hours of Working	37.5 hrs over 7 days
Salary	National Minimum Wage – rate appropriate to age

Accountable To	Chief Executive
Reports To	Marketing & Public Relations (PR) Officer
Line Management Responsibility (if any)	No

Job Purpose:

To assist the Marketing and Public Relations (PR) Officer with marketing, communications and engagement across all of CAIS' digital platforms and other modes of internal and external communication.

Main Duties and Responsibilities:

- Update and create new content for multiple websites and social media profiles, ensuring a strong digital presence across social media and actively engaging with CAIS's online audience.
- Design and create quality digital content for CAIS's websites, social media, newsletters, and any other digital platforms.
- Promote the CAIS brand together with its subsidiary companies across a variety of social media platforms, including Facebook, Twitter, Instagram and LinkedIn to attract new visitors and engage existing followers.
- Increase brand visibility across social media through active digital engagement with people and other organizations.
- Promote the internal use of social media to engage with members of staff thereby continuously improving staff communication, engagement and CAIS's employer brand to both existing and prospective members of staff.
- Research and analyze social media trends.
- Undertake general administrative tasks and any other duties as relevant to the role.

General:

- **Provide research and ideas as required by the line manager.**
- **Attend internal and external meetings as required.**
- **Maintain records and databases as directed.**
- **To work flexibly in relation to both time and location as the job demands.**

Professional:

- To participate in the CAIS continuous learning, development and appraisal process
- To maintain professional accreditation as appropriate to role
- To attend training provided, organised or arranged by CAIS
- To operate within and observe CAIS policies and procedures as amended and updated

This Job Description provides a framework in which duties may be carried out, however it may be necessary to make alterations and adjustments from time to time to meet the needs of the service.

Person Specification for Social Media and Digital Marketing Assistant.

	<u>Essential</u>	<u>Desirable</u>	<u>Method of Assessment</u>
Qualifications:	Good general education equating to 4 x GCSEs or relevant experience.	Appropriate Social Media and/or Marketing qualification.	Application form.
Experience:	Experience of using social media platform. Experience and understanding of social media Experience of website development and maintenance	Demonstrable design experience	
Skills:	Good understanding of the Adobe Creative Suite including InDesign, Illustrator and Photoshop Knowledge of Wordpress and Django Excellent organisation and planning skills and able to work to specified dates. Ability to build relationships and liaise with people at all levels Good eye for detail Excellent communication skills	Video capture and editing. Ability to work on own initiative. Naturally creative	
Knowledge:	Awareness of confidentiality issues	Awareness of substance misuse issues	
Personal Qualities:	Motivated self-starter to improve on skills base including undertaking a relevant college course. Passionate about promoting an organisation that helped over		

	<p>7,500 people make positive improvements to their lives</p> <p>Willingness and ability to work flexibly</p> <p>Team player</p> <p>Drive and enthusiasm</p>		
Other Relevant Requirements:		<p>Full driving licence and full access to a vehicle</p> <p>Welsh speaker</p>	

Prepared By: Marketing and PDR Officer Date: 10th September 2020

Reviewed By: People Services Manager Date: 11th September 2020

Agreed By: Lynn Bennoch Date: 11th September 2020