

Digital Marketing and Communications Assistant

Working Hours: 12 hours per week
Salary: £ 27,705 (pro rata £ 9,235 pa)
Reports to: Digital Communications & Marketing Lead
Responsible for: n/a
Location: 395, High Street North E12 6PG. On site working.

About the Renewal Programme

The Renewal Programme is a well-established and respected local charity based in the London Borough of Newham. We support those who are facing multiple challenges – they might be a carer, migrant or refugee without access to public funds, suffering with homelessness, experiencing poverty, or unable to communicate in English. We empower people to reach their full potential through offering advocacy, education, temporary accommodation, and a wide range of positive activities. We support over 3000 people a year and have been working with Newham communities for over 50 years.

Our vision

Our vision is of vibrant and integrated Newham communities where everyone has access to suitable jobs, homes, health and education.

Our mission

Our mission is to stand alongside those who struggle by inspiring hope and offering opportunities for connection, growth and progress.

Our values

DIGNITY	Treating everyone with kindness and respect.
INCLUSION	A community where everyone belongs.
COLLABORATION	Working together to achieve more.
EMPOWERMENT	Co-creating opportunities for positive change.

About the Role

Purpose

The Digital Marketing and Communications Assistant will work closely with the Digital Communications & Marketing Lead to develop external communications (social media, newsletters and media communications) as well as internal communications

Main duties and responsibilities

- Work closely with the Digital Communications and Marketing lead to produce engaging digital content that promotes the charity's on-the-ground delivery across all major platforms: Facebook, Instagram, LinkedIn and any other accounts deemed necessary, as well as in our monthly newsletter. Maintain and update our social media accounts and interact with engaged

users on social media. Generate media coverage through writing and preparing press releases.

- Identify key influencers and audiences who are interested in the work of the Renewal Programme and actively engage with them across social media channels.
- Maintain, update and improve the organisation's website as instructed by the Comms lead.
- Keep abreast of relevant current affairs in order to be able to write engaging and up to date content, responding to societal events and developments.
- Analyse data to improve marketing performance in line with communications strategy.
- Liaise with a range of colleagues across all departments to ensure internal communications are smooth and efficient, and the external facing channels reflect developments and activities in real time.
- Liaise with staff members across the organisation to collect and manage a database of case studies. Support the collection of information and content for project proposals, funding applications and other marketing purposes.
- Event assistance, including acquiring raffle prizes, research and support in advance of the day. Conducting venue and other event research. Assisting with the set-up of equipment, materials and stands at events.
- Attend small scale community fundraising events.
- Assisting with other existing and ongoing communications, fundraising and partnership efforts as required.

General Responsibilities

- Always adhere to the Renewal Programme's Policies and Procedures. In particular, maintain records according to the Confidentiality and Data Protection Policy and uphold the Renewal Programme's Equal Opportunities Policy of anti-discriminatory practices across all services. Adhere to Health and Safety and Safeguarding regulations and policies.
- Be proactive in reviewing and evaluating own performance and identifying and acting upon areas for improvement and development.
- The post holder will be expected to carry out other duties consistent with the responsibilities of the post as may be reasonably requested from time to time and demonstrate flexibility in all areas of his/her work.

Person Specification

Essential Skills

- Confident communicator, both orally and in writing
- The ability to work independently and as part of a team

- Have a strong attention to detail and an enthusiastic ‘can do’ approach
- Excellent IT skills – especially MS office package
- Excellent design skills to create engaging graphics using Canva
- Demonstrable experience in website development and social media content creation
- Understanding of social media platforms and digital marketing
- Commitment to promoting equality and diversity