

Communications & Engagement Assistant

Accountable to:	Communications & Engagement Manager
Location:	Cardiff/Homeworking (Agile platform)
Hours:	35 hours per week
Salary:	£20,795 - £26,128 per annum

Job details:

The Communications and Engagement Assistant will be integral in supporting the development and delivery of an integrated, coordinated communications plan that will assist with growing the brand awareness of St John Ambulance Cymru (SJAC). Reporting directly to the Communications & Engagement Manager, the postholder will be the first point of contact for internal communications queries, providing subject matter expertise and a professional and helpful response to staff and volunteers.

Key duties and responsibilities:

- Creating social media content (including video content), responding to customer enquiries, and monitoring our social media channels using appropriate language and tone for different audiences.
- Gathering content and proofreading key publications including the Impact Report.
- Assisting the Communications & Engagement Manager with responding to adverse publicity, preparing crisis plans and briefings, taking enquiries from the media and drafting statements.
- Completing key analysis of media performance against agreed KPI's.
- Coordinating training on brand guidelines for internal stakeholders.
- Ensuring that the brand and tone of voice is managed consistently and creatively across internal and external audiences.
- Adhering to all SJAC standards, policies and procedures.
- Keeping abreast of marketing and communications developments in general and in the charity sector in particular, especially through the use of peer networks, trade bodies and press.
- Assisting with key organisational publications, including the Annual Review and

Impact Report.

- Collating, documenting, and presenting of monthly media coverage to the Communications & Engagement Manager.
- Maintaining and developing of positive relationships with key journalists.
- Monitoring and recording the charities web and social media traffic.
- Managing weekly volunteer newsletters; drafting copy and proofing and sending as needed (through a third party platform like Mailchimp, Constant Contact or similar).
- Assisting with other internal communications including the colleague newsletter.
- Updating of St John Ambulance Cymru content on our website using our Content Management System (CMS).
- Providing general administration support to the Communications & Marketing team including, but not limited to; sourcing quotes from external agencies, organising external printing, raising purchase orders, in-house printing of materials, assisting with campaign plans.
- When required, assisting the Media and Communications Manager with interviewing and drafting press releases, blog posts etc.
- Undertaking any other administrative duties as required.
- As directed, prepare reports, correspondence etc.
- To work flexibly, including working during weekends and evenings as reasonably required, meeting the particular demands arising from the organisation.
- Managing and building relationships with volunteers to allow creative licence whilst ensuring posts are in line with social media & communications policies and guidelines.

Person specification

This is a specification of the experience, skills, etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined above) and forms the basis for selection.

Requirements:	Essential:	Desirable:	Method supporting assessment:
Educated to degree level or equivalent experience		✓	Application form
Relevant professional qualification (e.g., CIPR or CIM)		✓	Application form
Experience			
At least 12 months PR experience gained from an in-house, agency, or freelance (this can be voluntary experience).	✓		
Experience of working with the media to release stories and a good understanding of different types of media.	✓		
Experience of building relationships with media contacts.	✓		
Experience of managing/contributing to a professional social media account.	✓		
Experience using e-marketing platforms such as Mailchimp/Constant Contact.		✓	
Budget management		✓	
Experience setting up and monitoring social media adverts	✓		
Drafting, writing and distributing press releases.		✓	
Experience of working with volunteers		✓	
Skills, knowledge and abilities			
IT literate and competent in the use of all relevant IT packages and media tools.	✓		
Strong organisational skills	✓		

Excellent written and verbal communication skills	✓		
Demonstrable people skills with the ability to maintain and develop a network of contacts for the benefit of St John Ambulance Cymru	✓		
The ability to work autonomously but be a great team player at the same time	✓		
Used to working to tight deadlines and to agreed targets	✓		
Resourceful and organised	✓		
Competent at using advanced editing software, for example, Adobe Photoshop, Adobe Premier Pro, Final Cut Pro		✓	
Welsh Language		✓	
Personal attributes			
Comfortable working with all levels of management inside and outside the organisation	✓		
Creative and innovative thinker	✓		
Ability to conduct and present self in a highly professional manner at all times.	✓		
Resilient and adaptable, able to work well under pressure and thrive on being given challenges and responsibility.	✓		
Able to demonstrate commitment to St John Ambulance Cymru values and behaviours.	✓		