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## Marketing Assistant Deadline for application: midnight on Monday 12th August 2024

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# Foreword from the CEO

Dear Applicant,  
  
Thankyou for your interest in joining One Knowsley. One Knowsley is the strategic place lead for the Voluntary, Community, Faith and Social Enterprise (VCFSE) sector in the borough; driving forward the Knowsley Better Together principles to secure a shared vision for Knowsley 2030.

* Where strong and safe communities can shape their future
* Where people are active and healthy and have access to the support they need
* Where people of all ages are confident and can achieve their full potential
* With a thriving, inclusive economy with opportunities for people and business
* With welcoming, vibrant neighbourhoods and town centres
* Achieving Net Zero

One Knowsley’s vision is a **resilient, vibrant and collaborative VCFSE sector**

Our mission is to:

**Champion** the VCFSE sector – ensuring its voice is heard and understood at strategic level.

**Connect** VCFSE organisations to; each other, decision makers, funders, commissioners and opportunities for collaboration.

**Convene** key strategic conversations that push forward an enabling policy environment, connecting VCFSE interests with public sector and private sectors

**Empower** VCFSE organisations with access to trusted advice, information, guidance, insights, support, development and funding.

**Mobilise** community action and engagement through its volunteer centre, VCFSE networks, Alliances and Forums

If you feel you have the attitudes, skills and experience to work with us to deliver our vision, **send your C.V. plus a personal statement** - clearly indicating how you meet the person and role specification to [recruitment@oneknowsley.org](mailto:recruitment@oneknowsley.org) clearly stating the role you are applying for in the subject title by **midnight on Monday 12th August 2024**

Applicants shortlisted for interview will be notified by close of play on **Wednesday 14th August 2024**

**Interviews will be held in person at One Knowsley, Court Hey L16 3NA on 22nd / 23rd August**

Kind regards, we look forward to receiving your application

Racheal Jones FRSA

## CEO

## History

One Knowsley is the independent social infrastructure support body for Voluntary, Community, Faith and Social Enterprise organisations, also collectively known as the Social Sector or Third Sector, within the borough of Knowsley.

One Knowsley evolved out of Knowsley Community and Voluntary Services (KCVS), which in turn came out of Huyton with Roby Council for Social Service (HCSS) which was inaugurated in 1963 to provide support to local volunteers and establish local responses to local need. In 1974 the district authority of Knowsley was created.

## The CVS movement

The CVS movement, also known as Local Infrastructure Organisations (LIOs), provide coordination and support for ‘frontline’ VCFSE sector groups and organisations in their areas.

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## One Knowsley’s Vision

A resilient, vibrant and collaborative VCFSE sector

## Our Values

Insight – harnessing information, knowledge, and experience

Authenticity – keeping it real, relevant, and rooted in Knowsley

Boldness – having the courage to be brave, be objective, be leaders and get the job done

## Who we are?

One Knowsley’s Charitable Objects and Public Benefit are;

The promotion of all or any charitable purposes for the benefit of the community in the area of the metropolitan district of Knowsley and surrounding areas (hereinafter called “the area of benefit”) and in particular by assisting the work of statutory authorities and voluntary organisations engaged in the advancement of education, promoting health, relieving poverty, and sickness or in pursing any other objects which now or hereafter may be deemed by law to be charitable.

Charitable activities as summarised by Trustees and registered with the Charity Commission are;

* To enhance the quality of life within communities and neighbourhoods by supporting and developing voluntary action in the borough of Knowsley.
* To support and develop the work of voluntary and community organisations.
* To provide and circulate information relevant to the work of voluntary and community groups.
* To act as a focal point and resource for voluntary and community groups.

A Board of Directors govern the charitable company and for the purposes of charitable law are known as Trustees.

One Knowsley is a registered charity regulated by the Charity Commission Registered Charity Number 701955 and a Company Limited by Guarantee Registered in England and Wales, Company Number 2401660. The company does not have share capital. Regulation drives the standards of governance adopted by One Knowsley to maintain compliance with the regulator with financial governance aligned to the charities governing document, the Companies Act 2006 and FRS 102 Charities Statement of Recommended Practice (SORP).

# Core Competencies

All members of the One Knowsley team are expected to demonstrate the following core competencies, please note that the level that these are required for each role are detailed further in the individual person specification.

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| --- |
| * Committed to One Knowsley’s mission, values, and operational approach |
| * Able and willing to work collaboratively in a team, taking a lead where necessary |
| * Adept at building and maintaining effective relationships with VCFSE and a varied range of external partners |
| * Excellent written and verbal communication skills including listening |
| * Excellent record keeping skills |
| * Digitally enthusiastic, IT literate and able to use social media and related communication tools and systems |
| * Demonstrable agility and an ability to work on several (often competing) activities/tasks/projects simultaneously |
| * Excellent at finding solutions and problem solving |
| * Able to represent One Knowsley to internal and external stakeholders with authority, calmness, and expertise |
| * Able and willing to be self-supporting in terms of administrative tasks |
| * Willing to work in a small team and support and substitute for colleagues, adopting the shared responsibilities for each team member |

## General

The post-holder will be required to confirm their eligibility to work in the UK in order to comply with employment legislation.

## Confidentiality

The post-holder must maintain the confidentiality of all information and records relating to the work of One Knowsley, in accordance with the organisation’s procedures and policies.

## Hours of Work

The role is 35 hours per week, usually worked 9-5 Monday to Friday however the post-holder must be prepared to work flexible hours, in line with the requirements of the post. This may involve some evening and occasional weekend work, for which time off in lieu will be granted, subject to One Knowsley policies and procedures and prior agreement with the line manager. The post-holder will be expected to adopt a mature and common-sense approach to this arrangement.

## Pension

A Pension scheme is in operation and One Knowsley contributes 5% on behalf of all employees who have opted to join the scheme. 

## Annual Leave & Public Holidays

Annual leave entitlement is 25 days leave plus normal Bank & Public Holidays (pro rata for part time posts). This increases by one day per year up to a maximum of 30 days leave. The organisation reserves the right to close over the Christmas period. Employees are required to reserve the required amount of their holiday entitlement to cover these days.

## Travel & Other Expenses

Reasonable expenses incurred in the course of duty will be reimbursed on receipt of a completed One Knowsley Expenses Claim Form.

## Other Employee Benefits

Medicash Proactive – A company funded health plan including optical, dental and physiotherapy treatments. Employees can also access additional benefits such as discounted gym membership.

Group Life assurance which provides a tax-free payment of 3 x annual salary, on the death of an employee, to their nominated beneficiary.

## Equal Opportunities

One Knowsley is committed to equal opportunities, anti-discrimination and anti-oppressive policy and practice.  No one we have contact with may be discriminated against either directly or indirectly on the grounds of gender, race, nationality, religion, cultural group, marital status, sexual orientation, age, or impairment.

## Disability Confident Employer

One Knowsley have been awarded the Disability Confident Employer accreditation (previously Disability Two Ticks) in recognition of our commitment to the recruitment, employment, retention, and career development of disabled people.

One Knowsley will work with individuals and others, where appropriate, to identify what reasonable adjustments can be made to accommodate access needs.

Although every attempt is made to meet the access needs of disabled people, it cannot always be guaranteed that every individual need will be met. For example, it may be necessary for the post-holder to attend meetings in buildings outside the normal operational base where unimpaired access to such premises cannot be guaranteed.

## What we mean by disability

The Equality Act 2010 defines a disabled person as someone who has a physical or mental impairment that has a substantial and long-term adverse effect on their ability to carry out normal day-to-day activities.

## Guaranteed Interview

The Disability Confident Employer accreditation includes a guaranteed interview for any disabled applicant who meets the common and specific requirements for a job.

## How to apply

If you feel you are eligible for a guaranteed interview under the Disability Confident scheme, please complete and return the form found at the end of this document.

## Additional information to all candidates

Thank you for your interest in joining the team at One Knowsley.

If you have not heard from us by close of business on Wednesday 14th August, you have not been shortlisted on this occasion.  Unfortunately, we are unable to provide feedback to applicants who do not progress to interview.

**Closing Date:** 5pm, Monday 12th August.

**Interview Date:** 22nd / 23rd August

# Information specific to the post

|  |  |
| --- | --- |
| Job title | Marketing Assistant |
| Salary | £24,000 |
| Benefits: | Generous leave allowance, flexible working, pension contribution. |
| Location | Court Hey Park, Huyton, Knowsley |
| Hours of Work | 35 Hours per week (hybrid policy, worked flexibly with a requirement for evening and weekend work when required by the post). |
| Accountable to | Marketing Manager |

## 

## Purpose of the role

We are looking for a dynamic and enthusiastic Marketing Assistant to join our team at One Knowsley. You will work closely with the Marketing Manager to support the development and delivery of marketing strategies that enhance our brand and engage stakeholders in the VCFSE sector. This role involves a blend of creative, digital, and event management tasks.

## Key Responsibilities and Tasks

**General Marketing:**

• Assist in the delivery of the overall marketing and communications plan.

• Assist in the creation and execution of marketing and social media campaigns.

• Support the planning and development of creative concepts, messaging, and design briefs for online and offline campaigns.

• Write and edit marketing content for various platforms.

• Support marketing programs to grow the One Knowsley brand.

**Event Management:**

• Assist in organising One Knowsley events.

• Support colleagues in delivering the One Knowsley event plan.

• Manage external bookings of event spaces, including meeting and greeting customers and attendees.

• Represent One Knowsley at external events.

**Social Media:**

• Assist with the management of all social media platforms.

• Assist in the creation of engaging social media content.

• Ensure brand consistency quality content across social media messages by collaborating with various stakeholders and suppliers.

**Digital Marketing:**

• Assist in the development and maintenance of the new One Knowsley website.

• Ensure website content is up to date and engaging.

• Use website analytics to measure content effectiveness.

• Use Mailchimp and CRM to create engaging newsletters

• Use various online software to assist marketing activity.

**Stakeholder Engagement:**

• Liaise with external suppliers, such as graphic designers and PR agencies, when needed.

• Communicate effectively with stakeholders across the VCFSE, public, and private sectors.

• Act as an ambassador and advocate for the One Knowsley brand.

**Other**

* Work as part of the team with other staff at One Knowsley.
* Implement and follow One Knowsley policies and procedures.
* Maintain accurate records specified for your areas of responsibility across organisational systems.
* Undertake any training necessary and participate in the organisation’s supervision and appraisal system and identify further training and personal development needs.
* Represent One Knowsley and undertake other tasks in support of the organisation as required by your line manager.

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| **Criteria** | | **Essential** | **Desirable** |
| **Personal**  **Qualities and Attributes** | Ability to communicate effectively, both verbally and in writing, with colleagues, partner agencies, stakeholders and external audience | ✓ |  |
| Demonstrates personal accountability, emotional resilience and works well under pressure | ✓ |  |
| Ability to organise, plan and prioritise on own initiative, including when under pressure and meeting deadlines | ✓ |  |
| Ability to work flexibly and enthusiastically within a team or on own initiative | ✓ |  |
| Ability to work to organisational policies and procedures, including confidentiality, safeguarding, lone working, information governance, and health and safety | ✓ |  |
| Demonstrable commitment to professional and personal development. | ✓ |  |
| Flexibility and willingness to learn new skills | ✓ |  |
| Knowledge of the VCFSE sector (in a paid or unpaid capacity), including with volunteers and small community groups |  | ✓ |
| **Qualifications and Training** | Relevant qualification in Marketing | ✓ |  |
| Educated to GCSE Level | ✓ |  |
| **Experience** | Experience with Office 365 and CRM systems. | ✓ |  |
| Experience of working within a team. | ✓ |  |
| Experience of using social media and marketing software’s i.e Canva, Eventbrite. |  | ✓ |
|  | Experience of working in the VCFSE sector. |  | ✓ |
| **Skills and**  **Knowledge** | A knowledge and understanding of Marketing | ✓ |  |
| Knowledge of website management, particularly WordPress. |  | ✓ |
| Knowledge and understanding various social media platforms | ✓ |  |
| Knowledge and understanding of search engine optimisation (SEO) |  | ✓ |
| Problem-solving and creative-thinking skills | ✓ |  |
| Excellent copywriting skills | ✓ |  |
| Knowledge and experience of graphic design |  | ✓ |
| Excellent written and verbal communication skills with accuracy and attention to detail | ✓ |  |
| IT literate and competent to include the use of multi-media channels and platforms | ✓ |  |
| Organisational and time management skills | ✓ |  |



**Guaranteed Interview**: The Disability Confident Employer accreditation includes a guaranteed interview for any disabled applicant who meets the common and specific requirements for a job.

**How to apply**

Simply complete the information requested below, sign the declaration, and attach it with your application.

|  |  |
| --- | --- |
| **Do you require any reasonable adjustments at interview?**  **(delete as appropriate)** | **Yes/No** |

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| **If you answered Yes to the previous question, please give details below:** |
|  |

\* Any information you give will be treated in confidence.

**Declaration**

I consider myself to have a disability as defined above and I would like to apply under the Guaranteed Interview Scheme.

|  |  |
| --- | --- |
| **Name** |  |
| **Date** |  |
| **Signature** |  |

Any false declaration of disability to obtain an interview will subsequently invalidate any contract of employment.