

## JOB DESCRIPTION

<b>Job Title</b>	Marketing and Communications Assistant		
<b>Department</b>	Marketing and Communications		
<b>Reporting to</b>	Senior Marketing Manager		
<b>Scope and Objectives</b>			
<p>Drinkaware is a leading charity concerned with reducing harm from alcohol by helping people make better choices about their drinking. We do this by providing impartial, evidence-based information and advice and practical resources; raising awareness of alcohol harms; and working in partnership with others to deliver behaviour change through our tools and interventions. The Trust is funded primarily through voluntary, unrestricted donations from alcohol producers, wholesalers, and on- and off-trade retailers, but acts entirely independently.</p> <p>Working across the marketing and communications teams, this role will support the development and execution of Drinkaware's marketing campaigns, brand activity, content creation, PR and internal communications. Providing excellent administrative support and having the chance to learn all aspects of MarComms, this entry level role requires excellent organisation and time management skills.</p>			
<b>Specific responsibilities</b>			
<p><b>Administrative support</b></p> <ul style="list-style-type: none"> <li>• Provide financial administrative support to both teams including managing the PO process and working with the Head of Marketing on monthly financial reporting</li> <li>• Maintain project plans and Monday boards for marketing and brand campaigns</li> <li>• Provide administrative support to the team</li> <li>• Schedule and book meetings for the team when necessary</li> </ul> <p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>• Support the Senior Marketing Manager with the planning and execution of our core marketing and brand campaigns</li> <li>• Prepare and execute schedules for the delivery and execution of marketing collateral and activity insuring that sign-off processes are followed</li> <li>• Support Content Lead to develop written and digital content that supports the execution of our key marketing and brand campaigns</li> <li>• Contribute to campaign planning cycle</li> </ul> <p><b>Communications</b></p> <ul style="list-style-type: none"> <li>• Support the Senior Media and Communications Officer to deliver internal communications including preparing the Cascade, administering team meetings and away days</li> <li>• Support with the management of the media inbox</li> <li>• Support the Senior Media and Communications Officer to arrange interviews in campaign periods</li> <li>• Maintain and update our intranet on Sharepoint</li> </ul> <p><b>Contribute</b></p> <ul style="list-style-type: none"> <li>• Work with Digital and Research colleagues to ensure the impact of campaigns are carefully analysed and coordinate the production of campaign evaluation reports, as required.</li> <li>• Other duties within marketing and communications as required.</li> </ul>			

N.B. This job description summarises the key features of the role, it is not intended to be a detailed description and does not cover all the duties that the job holder may reasonably be expected to fulfil.

## PERSON SPECIFICATION

### Education/Training

#### Essential Criteria / Key Skills

- Excellent planning, organisational and project management skills with the ability to work on own initiative and prioritise own workload to meet deadlines
- Excellent communication skills, both written and verbal, and able to demonstrate ability to communicate effectively with internal clients and external stakeholders
- A creative team player with a positive, hardworking, 'can-do' attitude
- Experience of providing administrative support to team members
- Competent in the use of Microsoft software packages (Sharepoint, Teams, Word and Excel)
- A personal commitment to reducing the risk of alcohol-related harm

#### Desirable Criteria

- Experience of working on multi-channel marketing and/or branding campaigns
- Experience of working with creative and/or media buying agencies
- Good knowledge of web analytics, marketing and content management systems
- Experience working with brand frameworks and guidelines; able to ensure brand consistency and a positive, consistent consumer experience.
- Graphic design skills including using Canva or InDesign to create assets
- Knowledge of SEO best practice
- Experience in the health / clinical field.
- Charity sector experience.

#### Special features of the role

None specified.

*The Drinkaware Trust is committed to diversity and inclusion and it is essential that the post holder is committed to make a positive contribution to their promotion and implementation.*