



## JOB DESCRIPTION

<b>Job Title</b>	<b>Media and Marketing Assistant</b>
<b>Department</b>	<b>Marketing and Communications</b>
<b>Reporting to</b>	<b>Media Communications Manager</b>
<b>Line Manages</b>	<b>n/a</b>
<b>DBS/BD/PVG:</b>	<b>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></b>
<b>Location</b>	<b>Avonmore Road, London W14 8RR with hybrid working</b>

### **About Independent Age**

Independent Age is a national charity founded over 150 years ago with a clear mission to ensure that as we grow older, we all have the opportunity to live well with dignity, choice and purpose.

We achieve this by providing free impartial information and advice on the issues that matter most as we grow older, and work within communities to connect people, places and services to reduce isolation and loneliness. We also act as a catalyst for positive policy change by challenging the underlying causes of discrimination and inequality.

At Independent Age we live by our values and EDI principles.

Our Values are that we are:

**Purpose-driven** - *the experience, needs and views of older people are central to everything we do*

**Compassionate** - *we listen, care and take action*

**Expert** - *our work is evidence-based and solution-focused*

**Collaborative** - *we work in partnership to maximise our impact*

**Accountable** - *we work with integrity and transparency*

**Inclusive** - *we value diversity and always treat everyone fairly with dignity and respect*

Our EDI Principles are that we will:

- proactively challenge ageism and all other forms of discrimination throughout all our work.
- celebrate and champion diversity within and outside our charity and create a culture where everyone knows that they belong.

- develop our leaders so that they can act as role models and champions to our staff so they can embrace these principles and apply them in their work.
- deliver equity of opportunity for our staff, volunteers and the people who use our services whether they have a protected characteristic or not.
- ensure our strategy, policies and actions are integral to our annual planning processes to ensure that we deliver our goals and that our values are central to their delivery.
- commit to setting minimum target indicators for diversity and regularly review progress.
- collect data to enable us to track our progress.
- be publicly accountable and transparent about our progress.
- use our influence to proactively champion the principles of EDI internally and with external partners.
- continuously improve, adopt best practice and learn from and share with others.

### **Job Purpose**

The Media and Marketing Assistant will provide support to the media communications and marketing teams. The post-holder will work with colleagues across the organisation, including policy and influencing, fundraising, and services, to make positive change happen for people in later life.

By supporting sustained and integrated communication activities, the post-holder will help to raise the profile and brand awareness of Independent Age among our key audiences and help us to reach new people too.

### **Key Responsibilities**

Working with the media communications team, marketing team, and colleagues across the organisation, you will:

- Provide support for a wide range of media and marketing activity, including media monitoring, social media support and helping to coordinate activities.
- Produce regular updates for staff on where Independent Age has featured in the media.
- Assist with reporting and evaluation, including producing comprehensive coverage reports after media initiatives.
- Identify opportunities to increase the profile of Independent Age, including looking for awards the charity can apply for and identifying journalists for the charity to work with.
- Provide social media support including monitoring comments on adverts, scheduling evergreen content and working on content audits.
- Support with regional media pushes for our fundraisers and volunteers.
- Help with organising and attendance of PR events and stunts.
- Provide administrative support to the media communications and marketing team as required, including producing rotas, managing subscriptions and finance processes, uploading web content and minute-taking at meetings.
- Work alongside Information and Advice colleagues to schedule communication topics that help to support a wide range of different audiences.
- Create appropriate branded materials to support local marketing activities in key locations.
- Actively support on-going campaign work using earned and owned channels.
- Build strong working relationships with colleagues across Independent Age.

- Assist Independent Age's external communications activities by taking on ad hoc tasks at the request of the Media Communications Manager or Marketing Manager as required.
- Provide occasional ad hoc support as required to the Head of Marketing and Communications and the Director of Policy and Communications.

### **General Responsibilities**

- Undertake any other duties commensurate with the level of the role.
- Have fun and challenge yourself at work, model the charity's values and abide by our policies and practices.
- Embrace diversity and share in our commitment to equality of opportunity and to eliminating discrimination.
- Contribute to our fundraising effort by embracing opportunities to fundraise yourself, to promote fundraising and to support the fundraising team.
- Share in our commitment to promoting welfare and safeguarding adults at risk of harm and any children or young people connected with them that we may come into contact with through our work.
- Use the charity's resources efficiently and effectively to ensure that our financial resources are demonstrably used for the benefit of our service users.
- Ensure that information is obtained, used and stored in accordance with our Data Protection and Confidentiality policy.

### **PERSON SPECIFICATION**

#### **You should have:**

- Knowledge of, and interest in, media and/or marketing communications.
- Passion for achieving policy change with and for older people which improves their lives, and an interest in learning more about doing this through communications.
- Excellent organisational skills, with the ability to prioritise tasks and deliver to deadlines and simultaneously manage multiple projects.
- Good attention to detail, consistently producing accurate work and identifying errors.
- Ability to effectively engage, and build rapport with, a wide range of people in person and via telephone/email and other online formats; including colleagues, older people and volunteers.
- Good written communication skills including a clear writing style.
- Good verbal communication skills, with experience of adapting style and message for a variety of audiences.
- Ability to work on own initiative and deliver credible, professional work to a high standard.
- Flexibility to adapt to changing circumstances and manage a busy workload.
- Strong IT skills including use of Microsoft Office packages.
- A demonstrable passion for, and affinity with, our cause.

#### **Ideally you would have....**

- Previous experience in a charity, marketing communications agency or client side.
- Experience in working with databases and knowledge of General Data Protection Regulations.