

Recruitment Pack for

MARKETING AND COMMUNICATIONS ASSISTANT

Dear Applicant

Post: Marketing & Communications Assistant
Closing Date: **Thursday 30th June 2022**
JOB REF No: 0681
Salary: Grade 2 (£9.90 per hour)
Hours: 37 hours per week

Thank you for the interest you have shown in our Marketing & Communications Assistant post with Live Borders based at home or within our Head Office. You will find the following within this pack:

- Introduction to Live Borders
- Our Strategic Vision, Aims and Values
- Business Services/ Marketing and Communications
- Job Description and Person Specification
- Conditions of Employment

The enclosed information provides you with details about our organisation to assist you with your application.

If you would like to apply for this post, you will find an Application Form & Guidance along with an Equal Opportunities Monitoring Form on the Jobs page of our website. Please complete both and return to recruitment@liveborders.org.uk

The timeline for the recruitment process is outlined below:

Closing Date: **30th June 2022**

Interviews: TBC

The selection process can include different forms of assessment along with a formal interview. You will be advised of this if your application is successful.

If you have a disability and need assistance in completing your application form, please contact our People team recruitment@liveborders.org.uk to discuss your needs or request a call back.

We look forward to receiving your completed application.

Live Borders

Live Borders is the sport, leisure and culture trust for the Scottish Borders – this means we are a charity. Our aim is for everyone living, working and visiting the Borders to be **healthier, happier and stronger**.

Live Borders is governed and led by a Board of 15 Trustees who set the strategic direction and monitors performance of the organisation.

Our strategic vision

Vision: Everyone living in, working in and visiting the Borders to be healthier, happier and stronger.

Mission: We use our energy, enthusiasm and knowledge to support more people to experience more, learn more and move more.

Strategic goals:

- Expand levels of participation
- Grow our earned income
- Develop plural funding streams
- Build on our reputation for great customer service
- Be a sustainable charity
- Nurture our people.

Our aims and values

At the heart of Live Borders is our commitment to improve lives through physical activity, sport and culture.

Our Values underpin all that we do: [Live Borders Values](#)

Every penny spent with us is reinvested into supporting active, creative and healthy communities.

The executive team, made up of our Chief Executive Officer and 3 Directors, provide the strategic lead on the management and development of Live Borders to ensure we are a sustainable, dynamic and flexible organisation fit for the future and that meets our stated outcomes.

As we re-emerge from the challenges of Covid 19 and a lockdown which has seen Live Borders unable to deliver any of its services to customers we are now entering a period of recruitment to meet our new ways of working and our ever expanding programmes of activity. Here are some of the ways in which the way we do things are different:

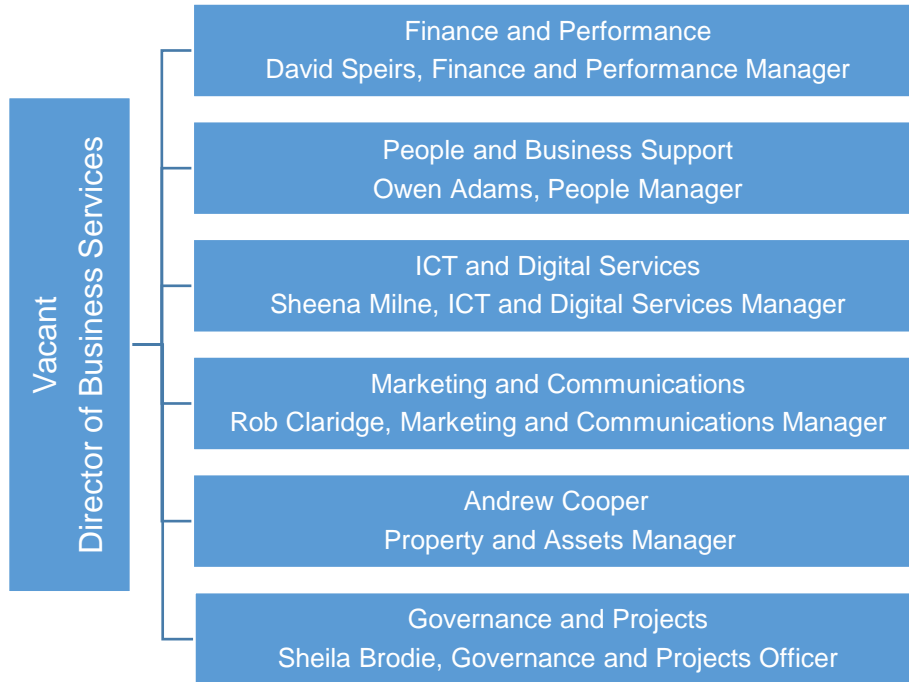
<https://www.liveborders.org.uk/what-to-expect-getting-you-back-safely/>

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OUR SERVICE –Business Services

This team is responsible for supporting the business. They support the service delivery and customer service aspect of the Trust, ensuring compliance with statutory requirements and corporate governance.



JOB DESCRIPTION AND PERSON SPECIFICATION

Post Title:	Marketing & Communications Assistant
Directorate:	Business Services
Reporting to:	Senior Marketing Officer

Job Purpose:

1. Responsible for the accurate and timely implementation of marketing activities in line with service plans across multiple services.
2. Responsible for supporting the Marketing team in administration, reporting and project delivery.

Responsibilities:

1. Contribute to the development and execution of marketing programs from start to finish, supporting Manager and Officers and driving collaboration across services.
2. Dealing with a range of internal and external stakeholders, to have responsibility for implementing identified marketing activations/projects.
3. Support Manager and Officers to keep, create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies.
4. To set up and manage Eventbrite activities for identified projects.
5. Manage, coordinate and support projects with external marketing support providers e.g. designers, web developers or media relations support.
6. To support and contribute to the implementation of effective digital social media campaigns to drive engagement and revenues; including Facebook, Twitter, Instagram, Google Ads and Analytics.
7. To monitor and manage customer enquiries or comments, including the monitoring and replying to customer queries across social media platforms.
8. To update, support and contribute to the daily management of the website using content management systems (CMS).
9. To support Manager and Officers in the administration to raise requisitions and purchase orders.
10. To support Manager and Officers in marketing administration and record keeping.

Other details:

Requirement to work out of hours or weekends - not normally
 Requirement for PVG/Disclosure check - no

Person Specification

EDUCATION			
Essential	Key	Desirable	Key
HNC preferably in marketing, digital marketing or communications; or another relevant subject where there are transferrable skills.	App	Member of appropriate professional body	App
EXPERIENCE			
Essential	Key	Desirable	Key
Min of 2 years' experience in a similar role, to draw on relevant and firsthand knowledge.	App/ Int.	Experience across digital marketing.	App
Experience of budget administration and competitive costings.	App/ Int.	Experience in working I with bespoke financial programmes.	
Experience in implementing marketing campaigns across multiple sectors.			
Experience of managing relationships and briefing third party suppliers to deliver project requirements	App/ Int		
Experience of using analytics/ system analysis to tailor tactics based on statistics: ability to interrogate and apply audience insights.	Int		
Experience of planning, composing and delivering internal and external communications activity.	App/ Int		
Experience in coordinating local and national media, and media events.	Int.		
Ability to manage own time and priorities in line with competing demands across different services	App/ Int		
SKILLS AND KNOWLEDGE			
Essential	Key	Desirable	Key
Skills to prepare and draft clear and accurate implementation plans, proposals, and reports.	App/ Int		

Skills to create engaging written communications for a range of internal and external audiences	Int.		
The post holder will present convincing marketing and activities plan(s) to include multiple disciplines/services, across multiple venues	Int.		
Self-motivated, with the ability to work proactively using own initiative	Int/ Ref		
Able to liaise with third parties to deliver creative and effective marketing collateral.			
Able to communicate complex information clearly, by written or verbal means to individuals, with a wide range of technical knowledge	App/Int		
Excellent interpersonal skills, and the ability to develop and maintain effective working relationships	Int/ Ref		
To manage the web content for the Live Borders website operationally.	App/ Int		
IT skills – Microsoft	Ref		

Key:

App = Application

Int = Interview

Ref = References

SUMMARY OF CONDITIONS OF SERVICE

Location:	Head Office/ Working from Home (employees may be required to work at any Live Borders site during their career with us).
Hours of Work:	37 hours per week , worked as agreed with line manager
Payment Method:	Paid monthly on the last banking day of each month.
Annual Leave:	Up to 2 years' service = 30 days (pro-rata for part time). Increases by an extra day after completion of three years' service by commencement of the leave year. An additional day accrued for each completed year of service up to max of 6 additional days.
Public Holidays:	4 designated public holidays per year (pro-rata for part time)
Notice Period:	4 weeks, as detailed in any offer of employment
Pension:	Option to join Group Personal Pension; employee contribution from 5% with the option to join the Local Government Pension Scheme after 5 years' service.
Equal Opportunities:	Live Borders is an Equal Opportunities Employer and considers applicants on their suitability for the post regardless of sex, race, religion, disability or sexual orientation.
Sickness Allowance:	Employees with less than 6 months' service get Statutory Sick Pay (SSP) only. Occupational Sick Pay is available to employees with more than 6 months' service (when the sickness commences) and starts from 5 weeks' full pay/ 5 weeks half pay and increases to a maximum of 26 weeks' full pay/ 26 weeks half pay after 5 years' service.
Presentation:	Live Borders has strict standards of presentation; which staff are required to comply with. Uniforms are provided for the majority of posts where provided these must be kept clean and well presented. Where a uniform is not provided appropriate business dress is expected.
Other Benefits:	Free access to all our sports facilities Access to ASVA Cycle to work scheme Healthy Extras – includes retail discounts and access to health and wellbeing services

Please note that this is a summary of Live Borders conditions of service. If you are successful at interview and are offered employment, the specific conditions that apply to you will be detailed in your contract.

Information for all Job Applicants

Evidence of Right to Work in the United Kingdom

As a result of the Asylum and Immigration Act 1996, Live Borders requires every employee to provide evidence of eligibility to work in the UK. This will be required from the successful candidate prior to the appointment being made. Please do not send documentation at this stage. There are a number of specified documents which you could provide, some of which are list below. Only one is required:

- A passport describing the holder as a British Citizen
- A passport containing a Certificate of Entitlement issued by, or on behalf of the Government of the United Kingdom, certifying that the holder has the right of abode in the UK.
- A passport or national identity card issued by a State which is a party to the European Area Agreement and which described the hold as a national of that state.
- A registration card which indicates that the holder is entitled to take employment in the UK
- A birth certificate issued in the United Kingdom or in the Republic of Ireland, with documentary evidence of their National Insurance Number.
- A certificate of registration or naturalisation as a British citizen, with documentary evidence of the National Insurance Number.

Disclosure Scotland

The successful candidate will be subject to a Protecting Vulnerable Group registration to become a member of the Disclosure Scotland PVG Scheme, if this a requirement of the post. The cost of this registration will be met by Live Borders.

Live Borders

For more information about Live Borders please visit our website www.liveborders.org.uk

Please contact our People Team on recruitment@liveborders.org.uk if you require any other information about working for Live Borders.