



## **Community Energy Plus**

is recruiting a

**Marketing Assistant**

**Application Pack**

December 2024

## **Marketing Assistant duties and responsibilities**

Do you want to develop your marketing skills whilst helping people in Cornwall enjoy warmer homes, reduce their energy bills, and lower their carbon footprint? We have an exciting opportunity for a Marketing Assistant to provide marketing and communications support across the charity's activities.

In supporting our Marketing & Communications Officer, you'll be assisting with day-to-day marketing tasks, including:

### **Content Creation:**

- assisting in creating social media creative assets and engaging captions,
- scheduling social media posts,
- building relationships on our social channels (Facebook/Instagram/Bluesky/LinkedIn),
- creating design content for our teams and services, e.g. posters, display materials,
- creating content for our website, such as news stories, information for our website and case studies,
- developing video and short film digital content to widen the reach of our advice services,
- production of imagery-photography and film – for use online and at events,
- collating information, producing and sending regular newsletters,
- ensuring all communications promote equality, diversity, and inclusion and are accessible to diverse audiences.

### **Event Support:**

- assisting with organising events,
- attending industry events, conferences and trade shows, capturing photo/video content.

### **PR:**

- communicating with media contacts, such as magazines and local press,
- monitoring and maintaining our donations platform, including progress updates and thank you emails to donors.

### **Brand Consistency:**

- liaising with suppliers, e.g. printed products, branded clothing,
- ensuring consistency across all marketing and communications activity.

### **Digital Engagement and Monitoring:**

- using social media and website analytics to ascertain the relative effectiveness of ongoing campaigns and understand the way users interact with our website and social media channels.

## Person Specification: Marketing Assistant

The primary purpose of the role:

To support Community Energy Plus's Marketing & Communications Officer in the delivery of the charity's marketing activities.

Attributes / competencies

- Excellent attention to detail, excellent time management, organisational and prioritisation skills, with an ability to work under pressure.
- Flexibility and willingness to learn new skills.
- Problem-solving and creative-thinking skills.
- An ability to work using your own initiative and manage and prioritise a busy workload.
- An ability to work effectively as part of a small team, interacting with colleagues in a helpful and supportive manner.

Essential skills and experience:

- Excellent written and verbal communications skills.
- Knowledge of creative marketing and communications.
- Knowledge/experience of digital marketing.
- Experience in using social media platforms in a professional context.
- Competent in Microsoft Office software (Outlook, Teams, Excel and Word).

Desirable skills and experience:

- Knowledge and understanding of marketing and communications, preferably within the charity sector.
- Writing and editing experience for social media.
- Copywriting experience, particularly creative storytelling.
- Understanding of fuel poverty and renewable energy.
- Experience using Trello or similar would be advantageous, but not essential.
- It would be advantageous but not essential if you have experience of using Canva, Issuu and Later.

Qualifications & knowledge

- Minimum of 5 GCSE grades 9 to 4 (A\* to C equivalent) including literacy and numeracy, or substantial work experience.
- Desirable BA or equivalent in the creative arts, or marketing & PR or related subjects.

## **The Important Details:**

### **Contract:**

Ideally this is a full-time role (5 days per week) however, we are open to discuss part-time working arrangements with the right individual. Please specify what you are looking for in your application.

### **Duration:**

The contract will be offered as a two-year fixed term contract, with the option to extend.

### **Location:**

The post is based at CEP's Truro office. Flexible/hybrid working arrangements will be considered after the initial probation period has been completed.

**Salary:** Annual full-time gross salary of £24,408.

A pro-rata adjustment will be made depending on agreed working hours.

A workplace pension scheme will be arranged with an employer contribution of 3% of gross annual salary.

**Start date:** As soon as possible.

### **Further details:**

Please email [recruitment@cep.org.uk](mailto:recruitment@cep.org.uk) to arrange an informal chat about the role.

### **Application process:**

Please email [recruitment@cep.org.uk](mailto:recruitment@cep.org.uk) attaching your CV and a covering letter describing your motivations and suitability for the role; please note the expectations for the role set out in the description above.

Please also include samples or links to examples of previous work that you have done that are relevant and illustrate your writing style.

Please include in subject line of your email: **Vacancy – Marketing Assistant** and **Your name**.

**Application Deadline:** please send your email with CV and evidence of previous work before 5.00pm on **17<sup>th</sup> January 2025**

- **Interviews:** Dates of interviews are to be confirmed