

Kew Neighbourhood Association**Communications & Marketing Assistant****Job Description**

Reporting to: KNA Director

Hours of work & pay: Part time, paid, 3 hours / week. £28,000 equivalent full time salary at a pro-rata salary of £2,400 per year. This job is required to be spread evenly across the year.

Holidays A total of five weeks paid leave (pro-rata) plus bank holidays plus the period between Christmas and New Year when the KNA Office is closed.

Location: Home based, local meetings in Kew plus use of resources at the small KNA Office, St Luke's House, 270 Sandycombe Road, Kew.

Kew Neighbourhood Association

KNA is a registered charity in Kew TW9, established for coming up to 50 years. Our mission is to work closely with individuals and organisations to support people in Kew who have difficulty getting out and about, or who appreciate a little regular company, by providing access to reliable, neighbourly help. KNA's services are free of charge and provided solely by volunteers. The volunteers offer driving, companionship, shopping and light gardening. We do not provide intensive support or specialised help. We currently have 150 volunteers and 220 clients.

KNA currently has three paid part time staff – a Director, Operations Manager and Companionship Manager, who report to a board of trustees. Learning the role will be supported by KNA's previous Communications & Marketing Assistant.

Role Purpose:

To communicate and market KNA using and building on KNA's current social media platforms, branding and community presence. You derive satisfaction from helping people, reflecting the ethos and values of the charity as a caring and locally based community organisation. You take pride in getting a job done thoroughly, to a high standard and with an eye to detail.

Key Responsibilities

1. Creating and uploading social media campaigns reflecting KNA's ethos, the people we help and support base.
2. Regular updating of KNA's website by creating content driven by engagement with KNA's clients, volunteers, local community and supporters.
3. Carrying out special projects and research on behalf of the Director as required.
4. Quarterly re-fresh of KNA Information Board.
5. Bi-annual visits around Kew to make sure KNA's publicity is available and visible
6. Collating data to inform content for the Directors reports to trustees
7. Arranging production of client birthday and client and volunteer Christmas cards in partnership with the Operations Manager
8. Working with the Director you will assist in developing and updating KNA's Marketing Strategy, as part of KNA's Business Planning.
9. In conjunction with the Director and Operations Manager you will assist in carrying out the organisation of:
 - a. KNA's AGM
 - b. annual client and volunteer parties
 - c. local events eg Kew Fete, Kew Market, trustee and volunteer recruitment fairs
 - d. and any other events as required
 - e. attending as required
10. Maintain strict confidentiality concerning all KNA matters

Hours

The hours of work are three hours a week. This job is required to be spread evenly across the year.

There is an occasional requirement to attend some evening and weekend meetings / events.

Person Specification

Skills and Experience:

Desirable (D) and Essential (E)

- 1.1. Strong interpersonal skills with the ability to communicate affectively and appropriately at all levels (E)
- 1.2. Ability to engage in an empathetic and caring manner with clients and volunteers (E)
- 1.3. Ability to carry out research and manage projects (E)
- 1.4. Good administrative skills (E)
- 1.5. Good standard of written and spoken English and numeracy skills (E)
- 1.6. Good communication skills (E)
- 1.7. Good computer skills involving familiarity with social media platforms and management tools, Microsoft Office including Excel, confidence in using databases and CMS updating of websites(E)
- 1.8. Ability to act on own initiative in addition to acting as an effective member of the team as required (E)
- 1.9. Experience carrying out work that involves:-
 - 1.9.1. A high degree of accuracy and attention to detail (E)
 - 1.9.2. Customer management experience (D)
 - 1.9.3. Event organisation (D)

Equal Opportunities

Kew Neighbourhood Association aims to be an equal opportunity employer to ensure no applicant or employee receives less favourable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable.

Position subject to two satisfactory references, a DBS Check and a three month probationary period and carrying out adult safeguarding training.

The application deadline is **Thursday 1 February 2024**. To apply please send a covering letter and CV to mail@kna.org.uk. Only emailed applications will be considered. Successful applicants will be invited for an initial informal interview in Kew, week beginning 5 February. Successful applicants at this stage will be invited to a second discussion with a KNA Trustee.