

**Kew Neighbourhood Association****Communications & Marketing Co-ordinator****Job Description**

**Reporting to:** KNA Director

**Hours of work & pay:** Part time, paid, 3-6 hours / week. £28,000 - equivalent full time salary at a pro-rata salary of £2,400 - £4,800 per year. This is not a term time only role.

**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.

**Role Purpose:**

To communicate and market KNA using and building on KNA's current social media platforms, branding and community presence. An important element of this role is to balance online with offline. KNA aims to collect 50 stories building towards KNA's 50<sup>th</sup> anniversary in 2027 from our clients, volunteers and partner organisations that reflect KNA's impact and meaning to people in Kew. 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 sharing 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. Maintaining a permissions log for quotes, photos and other content to support marketing and fundraising
4. Carrying out special projects on behalf of the Director as required.
5. Quarterly re-fresh of KNA Information Board.
6. Bi-annual visits around Kew to make sure KNA's publicity is available and visible
7. Collating data to inform content for the Directors reports to trustees
8. Arranging production of client birthday and client and volunteer Christmas cards in partnership with the Operations Manager
9. Working with the Director you will assist in developing and implementing KNA's Marketing Strategy, as part of KNA's Business Planning.
10. In conjunction with the Director and Operations Manager you will attend, to collect volunteer, client and partner stories and images and assist in the promotion and marketing 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
11. Maintain strict confidentiality concerning all KNA matters

## **Hours**

The hours of work are three to six hours a week. This job is not term time only.

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 communication and interpersonal skills with the ability to communicate effectively and appropriately with people from a range of backgrounds and in a range of roles (E)
- 1.2. Ability to engage in an empathetic and caring manner with clients and volunteers (E)
- 1.3. Good administrative, organisation and time management skills (E)
- 1.4. Excellent standard of written and spoken English, with particular skills in interviewing and storytelling (E)
- 1.5. Good standard of numeracy skills (E)
- 1.6. 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)
- 1.7. Ability to act on own initiative in addition to acting as an effective member of the team as required (E)
- 1.8. A high degree of accuracy and attention to detail (E)
- 1.9. Able to work flexibly and adapt work to address priorities (E)

### 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 **Sunday 8 September 2024**. To apply please send a covering letter and CV to [mail@kna.org.uk](mailto:mail@kna.org.uk). Only emailed applications will be considered. Successful applicants will be invited to interviews week beginning 16 September, in person, in Kew.