



JOB DESCRIPTION

Marketing Assistant (SLTV)

Social Enterprise Exchange (SEE) is a programme managed by a consortium of specialist social enterprise support organisations and part funded by the European Union through the Yorkshire and Humber ERDF Programme 2014-2020. SEE will provide a comprehensive programme of social enterprise support contributing to jobs, growth and social inclusion across the Sheffield City Region, linked to the Regional Growth Hub. The project will promote social entrepreneurship, through awareness raising events, knowledge exchange and peer networking; it will provide step-up support for start-ups, including hot-desks, start-up grants and mentoring; and it will offer specialist enterprise advice and support for existing social enterprises to grow and to develop new products and services.

Sheffield Live! is a community-owned media organisation, providing public access to equipment, facilities, training, and broadcast platforms, together with business and technical support for start-up and early stage social enterprises, community projects and independent media producers. Sheffield Live manages a digital media centre close to Sheffield's main transport hub and operates a local television channel, community radio station and a local news and information website.

The Marketing Assistant will assist in providing marketing support to SEE clients and in promoting the SEE project, through the project website, social media, events and other promotions.

Job Description

- To provide marketing and communications support for SEE clients
- To assist in the development and maintenance of the SEE project website.
- To provide and update the project's presence on a variety of social media.
- To produce and disseminate promotional materials for the project.
- To assist with the organisation of project events.
- To provide reports on the effectiveness of the project's promotional activities (e.g. website usage, social media hits)
- To undertake such other tasks as may be reasonably required.

In carrying out these duties the post holder will be required to respect all internal policies and procedures of SLTV including on equalities and diversity and on health and safety.

Reporting

The post will report to the SLTV chief executive / SEE project manager.



PERSON SPECIFICATION

Essential requirements

- Business or similar degree or equivalent experience
- Previous experience in marketing and communications
- Fluent in use of social media / social media marketing
- Excellent oral and written communication skills
- Familiar with the use of databases
- Ability to work with a wide range of people
- Empathy with the ethos, aims and objectives of Sheffield Live!

Desirable requirements

- Experience and understanding of media production
- Skills and experience in graphic design
- Skills and experience in video editing
- Print and/or video journalism experience

TERMS AND CONDITIONS

Salary

Starting salary £15,000 for a 21 hour week (£25,000 full time equivalent x 60 per cent).

Pension

Stakeholder pension scheme offered with employer contribution of 6 per cent of gross salary.

Location

Sheffield Local Television, 15 Paternoster Row, Sheffield S1 2BX.

Holidays

15 days annual leave, plus bank holidays pro rata to hours worked (60 per cent).

Hours

Part-time 21 hours per week (60 per cent of full-time equivalent).

Trade union

The person appointed is encouraged to belong to an appropriate trade union.

Duration and probationary period

The position is linked to delivery of a time limited project. The post is subject to a probationary period of three months and annual or more frequent performance based review thereafter.

Applications

By submission of CV (no longer than 2 pages), together with a covering letter of up to 500 words outlining relevant experience and motivation, and contact details for two referees. Applications should be sent by email to: jobs@sheffieldlive.org with the reference [SEE-JOB] in the subject line; or by post to: Sheffield Live, 15 Paternoster Row, Sheffield S1 2BX, with the reference [SEE-JOB] on the envelope

Deadline for applications

11pm, Friday 24 July 2020