**Job Title: Marketing and Communications Assistant volunteer**

**Responsible to**: Marketing & Communications Officer and Press and Social Media Officer.

**Availability:** We would like someone who can commit to working1 day a week Mon-Fri, although potential for two working days may arise.

**Purpose:** To support the Marketing and Communications Team with events promotion, publicity, branding and social media cover.

**Main tasks:**

***Necessity***

* Creating promotional material for a range of formats such as posters/leaflets for events whilst following strict brand guidelines
* Image sourcing and editing
* Email campaigns such as the creation and production of Trust membership e-newsletter
* Scheduling social media posts that promote events, membership, nature reserves and the general work of the Trust
* Help to implement Trusts new branding e.g. updating signage

***Possible:***

* Updating the Trust website with images and content
* Researching potential marketing opportunities
* Video editing and production

***The position will be based at our office headquarters at The Wolseley Centre. Millage costs can be covered by the Trust. To apply for this role please send in a copy of your C.V. along with a cover letter to Lauren @*** [***l.penny@staffs-wildlife.org.uk***](mailto:l.penny@staffs-wildlife.org.uk) ***or in the post to Lauren Penny, The Wolseley Centre, A51, Stafford. ST17 0WT***

**Personnel Specification**

**The post involves undertaking a wide range of different tasks that require some background knowledge and understanding of basic marketing principles and graphic design.**

**E=** Essential **D=** Desirable

***Qualifications***

- G.C.S.E English. **E**

- Degree or currently studying a course in marketing, graphic design or similar **E**

- Full UK driving license **D**

Experience

* Use of MicrosoftOffice suite **E**
* Use of Adobe Creative Suite **E**
* Use of social media for professional purposes **E**
* Article writing for websites, PR or magazines **D**
* Use of website content management system or website design **D**

Knowledge

* Nature conservation and wildlife **D**
* Marketing and graphic design principles **E**

Skills

* Summarise and explain information to the public **E**
* Good communication and organisational skills **E**
* Work well with others and be open to their suggestions and guidance **E**
* Be enthusiastic about Staffordshire Wildlife Trust and its wildlife and work **E**
* Demonstrate a mature and professional approach to work **E**