



## **Volunteer Marketing Assistant**

This is a voluntary role ideally suited to someone with an interest in one day undertaking a paid marketing role and looking to expand their skills on their CV.

The marketing assistant will help to implement Dial West Cheshire's marketing strategy. Supporting the marketing manager, the role of the marketing assistant will include, but not be limited to, drafting press releases, updating the website and social media pages, planning events and providing administrative support.

### **The day-to-day**

Typically the marketing assistant will:

- Assist the marketing manager and marketing team
- Assist with the production of marketing materials and literature, such as web content, brochures and press releases
- Assist with the collation of information for promotional literature
- Help organise and run events
- Write and proofread copy
- Upload material to the website, social media pages and marketing department databases
- Help design and place advertisements
- Evaluate marketing campaigns and assess the results
- Liaise with graphic and website designers
- Help with presentations by assembling videos, slideshows and analyses of competitors
- Encourage other departments in the organisation to take part in promotional activity
- Attend team meetings

### **Key skills**

**Great interpersonal skills:** Marketing assistants need to build relationships with a wide variety of people. A personable manner, a proclivity for team-working and adaptability are all important.

**Excellent written and oral skills:** Marketing assistants will be called upon to write online or hard copy content for campaigns, so you will need strong copywriting skills.

**IT skills:** You will need proficiency in MS Office packages (Excel and Word) and Social media platforms (Facebook and Twitter).

**Organisational skills:** Marketing assistants have to work on multiple projects, meet deadlines and maintain a high level of accuracy.

### **Hours**

TBC – we are open to discussing what hours the right person would like to volunteer for. There is scope for more than one person to join the team dependent on what hours you're able to offer.

### **How to Apply**

If you are interested in applying for this role, please send a work/experience history and cover letter telling us why you would be interested and what is motivating you to want to undertake this opportunity to [contactus@dialwestcheshire.org.uk](mailto:contactus@dialwestcheshire.org.uk)

Applications close Monday 11<sup>th</sup> March 12.00pm.