

VOLUNTEER PACK:

MARKETING and COMMUNICATIONS ASSISTANT

About Skillnet Group

We are people with and without learning difficulties in Kent working together to achieve equality.

Skillnet Group is also a social enterprise. As a Community Interest Company, all our profit is put back into supporting the work we do.

- We support people with learning difficulties to speak up, make choices and become powerful and influential. We support them to gain opportunities and become more independent in learning, housing, work, health, money, travel, leisure and relationships.
- We support people to hear, respect and empower people with learning difficulties.
- We promote positive action to challenge negative attitudes about disability.
- We work with local communities so that people with learning difficulties become fully included and no longer segregated.

Background to this role

Skillnet Group was awarded funding to develop our marketing and communications in March 2016. We are working on refreshing our branding, improving our website and printed marketing materials and broadening and

diversifying our customer/client base. The funding has enabled us to draw on expertise and work in partnership with marketing, design and branding specialists. This is a new area for us but a much needed project as we strive to spread the word about our work to achieve equality for people with learning difficulties.

This is an excellent opportunity for someone to gain experience in administration, marketing, and market research in and for the voluntary and community sector, enhancing their CV. We have a small, steering group working on this project. By joining the team you will benefit from working alongside an ambassador for equal rights and expert by experience and our director of ethics. As a volunteer for Skillnet Group you are also part of our social movement, working to achieve equality for people with learning difficulties.

Role and responsibilities

Main aim: To undertake administrative tasks and/or research on behalf of Skillnet Group and assist in developing external communications.

Salary: This position is unpaid. Travel and administration expenses will be reimbursed.

Hours: 2 – 5 hours per week. Flexible hours.

Duration: As soon as possible – for 3 months (may be extended).

Probationary Period: not applicable

Annual leave: not applicable

Supervision: Director – Ethics (Louise Allen)

Main responsibilities may include:

1. Data entry for contacts, mailing lists and consultation feedback.
2. Researching statistics and attitudes related to disability, equality and social justice.

3. Work with the Director of Ethics (Louise Allen) and Administration and Resource Manager (Teresa Lampert) to produce external communications and mail outs.

Apply online here: <http://skillnetgroup.co.uk/working/pages/volunteering.php>

Person Specification

Essential

Be able to use computers, especially the internet (including social media), email, Word and Excel.

Be organised and keep your diary up-to-date.

Have a keen eye for detail.

Excellent written English including spelling and grammar.

Very important

Be an excellent communicator and able to communicate well with different types of people and organisations.

Understand about Equality and Diversity and put these ideas into practice.

Confident to speak up in meetings but be patient when other people are speaking.

You can listen and not just talk or take over.

Reliable and punctual. Someone who does what they say they will do.

Able to present and communicate information in an easy to understand way.

Desirable

Know about working in a co-produced way and understand why it is important to work in a way that is person-centred.

Knowledgeable about market research and able to use this know how to achieve the aims of our organisation.

Degree or other qualification in marketing or market research.