



JOB DESCRIPTION

POST: Creative Communications Assistant

LOCATION: Ilkeston

RESPONSIBLE TO: Head of Marketing & Communications

JOB PURPOSE

Working with graphic design software to create high quality marketing and communications' materials for traditional, digital and social media, providing branded corporate and campaign materials for the organisation.

KEY RESPONSIBILITIES

- To assist P3 staff and services with their marketing and communications requirements.
- To create high quality branded materials, including letterheads, business cards, flyers, leaflets, posters, newsletters, signage and brochures.
- To connect marketing designs to their target audience.
- To maintain good working relationships with external suppliers such as printers and sign writers etc.
- To work effectively with Adobe Suite including InDesign, Photoshop, Illustrator, Premiere Pro and Dreamweaver.
- To assist with updating agreed content on the P3 website.
- To create, update and distribute regular electronic newsletters.
- To shoot, edit and compile case study films for P3's services to support P3's digital content generation.
- To undertake photography at events and with P3's clients.
- To support with the creation of P3's weekly blog.
- To make effective use of HTML as necessary.
- To support with the ongoing development of P3's strong social media presence, through twitter, Facebook, YouTube, Instagram and other emerging channels when they arise.

- To review the success of these channels and develop social media campaigns that attract attention to P3's key messages.
- To support in the development and maintaining of P3's stakeholder database and help to produce e-bulletin content to be sent to these stakeholder groups.
- To ensure all work is thoroughly proofed and quality assured to meet P3's brand guidelines for design, content and tone.

QUALITY, HEALTH AND SAFETY

- Share responsibility for good health and safety practices, including participating in fire drills and risk assessment and reporting to Line Management any matters of concern
- Undertake all duties in accordance with P3's policies, with particular reference to the Equal Opportunities and Health & Safety Policies and work towards their continuing development and implementation.

DEVELOPMENT

- Undertake the Staff Induction Programme, and assist, as requested, in the induction and training of new staff, students and volunteers.
- Participate in staff meetings, supervision meetings, training, team development sessions and other meetings as required, reporting back to the team as appropriate.
- Undertake development activities as necessary and appropriate to the role.

DELIVERING EQUALITY

- Foster the equality, diversity and rights of others by ensuring people are respected and valued as individuals
- Promote the rights and needs of people who use P3 services in the community.
- Work within the framework of P3's equality and diversity policy at all times.

OTHER

- Undertake such other duties and specialisms, as may be required from time to time to maintain or enhance P3's services.
- The employee may on occasions, and in necessary circumstances, be called upon to undertake work in other locations in order to ensure P3's obligations to clients are fulfilled.
- Undertake all duties in accordance with all P3 policies and work towards their continuing development and implementation.

All job descriptions are subject to periodic review.

This job description covers the range of duties required. It is P3 policy to, wherever possible, reach agreement on changes, however if this is not possible, P3 reserves the right to change the job description in line with the needs of the organisation

**P3
PERSON SPECIFICATION**

Creative Communications Assistant

	Essential	Desirable
<p>Values</p> <p>Must be able to demonstrate the following values:</p> <ul style="list-style-type: none"> • Recognise and value all aspects of diversity • Understanding of and commitment to the importance of accessing training, learning and development opportunities • Understanding of those who use our services being enabled to have greater opportunities to exercise their rights 	<p style="text-align: center;">✓</p> <p style="text-align: center;">✓</p> <p style="text-align: center;">✓</p>	
<p>Experience</p> <p>Design and creation of high quality communications</p> <p>Resolving staff/services communications needs via digital and traditional solutions</p> <p>Experience of film and photography</p>	<p style="text-align: center;">✓</p> <p style="text-align: center;">✓</p> <p style="text-align: center;">✓</p>	
<p>Knowledge and Understanding</p> <p>The ability to work with a wide range of third party software applications such as Mail Chimp, Inkbrush and Google Forms</p> <p>Knowledge of Microsoft Outlook, Excel and Word</p> <p>Expert knowledge of Adobe Suite including Adobe InDesign, Photoshop, Illustrator and Premiere Pro</p> <p>Knowledge of creating in-house branded communications</p> <p>The ability to work within defined, corporate brand guidelines</p>	<p style="text-align: center;">✓</p> <p style="text-align: center;">✓</p> <p style="text-align: center;">✓</p>	<p style="text-align: center;">✓</p> <p style="text-align: center;">✓</p>

Skills and Abilities		
Able to work on own initiative	✓	
Able to work as an integral member of a team	✓	
Must demonstrate effective interpersonal and communication skills	✓	
Ability to drive		✓
Able to travel around the region	✓	
Good telephone skills	✓	
Ability to organise and prioritise own workload	✓	
Ability to communicate effectively with all members and levels of staff	✓	
The ability to produce clear, concise and accurate design work	✓	
Ability to connect with a defined target audience through their creative work	✓	
Passion for design and creativity	✓	
The ability to edit photography and film	✓	
The ability to proofread and quality assure materials	✓	
Qualifications		
• BTEC Diploma or above in a related discipline	✓	
• There must be substantial evidence of commitment to personal and career development relevant to the post.	✓	