



JOB DESCRIPTION

Job title	Communications and Marketing Assistant
Remuneration:	£25,000 (pro-rata)
Role type:	Part-time (with possibility of a full-time role)
Tenure:	21 weeks (with possibility of extension)
Location	London
Responsible to	Communications and Marketing Manager
Purpose of the job	Communications and Marketing Assistant who will be working closely with our Communications and Marketing Manager and project teams to support, develop and implement marketing plans and strategies for a range of activities that will include digital marketing and PR, design and print management to website management, and will have the opportunity to be involved in some key projects to help achieve AFFORD's growth plans, alongside ensuring the team collects the data to measure and evaluate its success.
Deadline for Applications:	Thursday, 31 October, 2019, 12noon
Interview Dates:	Up to Friday 1 November, 2019 (Interviews will be scheduled as applications are received)
Expected Start Date:	Monday, 4 November, 2019

INTRODUCTION AND BACKGROUND

Job Summary

Are you looking for a short-term flexible and varied role to kick-start or boost your marketing career while supporting AFFORD to enhance its voice on diaspora and development? If so, an exciting opportunity has arisen for an ambitious and career-driven Communications and Marketing Assistant to join and support a small yet dynamic Communications team at AFFORD.

You will have excellent communication and organisational skills, be proactive, creative, and eager to learn. You will be comfortable working independently and as part of a team.

This is a great opportunity to kick start a career within marketing and grow in the development sector with a focus on Africa. If you are passionate about marketing and Africa, and would love to have a role where you can plan, create, and implement your own marketing strategy, then we would love to hear from you!

About AFFORD and the role

AFFORD was established in 1994 with a mission to 'expand and enhance the contributions that the diaspora make to Africa's development.' The role of the Communications Team is to continue to build the organisational voice and positioning of AFFORD as a pioneer in the field of policy and practice on migration, diaspora and development, and as the leading UK charity that connects the African diaspora community in the UK and Europe with development in Africa.

To support the Communications Team in its work, you will be expected to provide support to achieving the following key deliverables:

Implement brand strategy and grow engagement through working and collaborating towards the effective expression of brand at every touch point of the charity.

Develop AFFORD culture, ethos and partnerships by supporting and growing the culture and values of AFFORD, showing that the people we support are co-partners in all that we do and that their voice and experience is reflected in our communications.

Provide marketing, service growth support to promote and showcase AFFORD success stories, projects and activities.

You must have a strong interest in marketing and communications, with excellent written and verbal communication skills. You will be a quick learner, be a good communicator but also able to demonstrate lots of enthusiasm and initiative so you can hit the ground running in a busy and productive team.

DELIVERABLES

- Support the Communications and Marketing Manager to design and launch campaigns to increase awareness of diaspora interventions, market conditions and relevant business opportunities produced collaboratively with project partners
- Support the design and production of marketing materials
- Develop content for social media, e-newsletters and publications –including articles, photography, and videos, and promote them on different social media channels
- Proof read and edit information, publications and articles and organise distribution of these online
- Manage AFFORD's database
- Event management

SPECIFIC RESPONSIBILITIES WILL INCLUDE:

- Collaborating with the Communications and Marketing Manager and project teams, on marketing strategy and implementation.
- Learning and working with various types of software for digital marketing.
- Helping identify marketing trends and key opportunities for innovation.
- Creating marketing materials such as white papers, case studies, presentations and social media graphics
- Maintaining a marketing database.
- Providing administrative support to the Communications and Marketing Manager and Directors.
- Preparing, formatting and editing a range of documents including concept notes, monthly and quarterly newsletters
- Understanding company brand and services
- General office duties.
- Creating and interpreting a variety of reports.
- Actively maintaining social media accounts
- Maintaining company events activity calendar
- Updating and maintaining media contact lists
- Maintaining the website

REQUIREMENTS

- Bachelor's degree in marketing, business, development, or related field.
- Administration or marketing assistant experience.

- Effective written and verbal communication skills.
- A high level of attention to detail.
- Ability to work effectively within a team and independently.
- Experience using computers for a variety of tasks.
- Competency in Microsoft applications including Word, Excel, and Outlook and online applications (social media, online analytics, webinars)
- Good organisational skills.
- Digital marketing experience.
- Proven experience as a marketing assistant (or an internship in a similar role)
- Good understanding of office management and marketing principles
- Demonstrable ability to multi-task, follow instructions and adhere to deadlines.

HOW TO APPLY?

Interested candidates MUST submit:

- CV (max 2 pages)
- Cover letter explaining why you are suitable and how you meet the competencies needed for the position (max 2 pages)
- A sample of written work (max 2 pages)
- Links to web and other social media content produced

Applications must be submitted via email to: mariatu@afford-uk.org by 12 noon, Thursday 31 October, 2019.