

<b>JOB DESCRIPTION</b>
------------------------

<b>Job title:</b>	Marketing and Administration Assistant
<b>Reporting to:</b>	Head of Service
<b>Responsible for:</b>	N/A
<b>Work hours:</b>	21-35 hours per week (Must include Thurs/Fri)
<b>Salary:</b>	£11.50 - £12.00
<b>Location:</b>	Hybrid - Abingdon Offices / Home Based

**ABOUT US:**

Dementia Oxfordshire is a service provided by Age UK Oxfordshire. Dementia Oxfordshire provides vital support for people living with dementia, their families and carers. We want more people to know and understand the impact and value of this work.

Over the last two years we have significantly grown our reputation within the dementia support community in Oxfordshire, and we now aspire to develop awareness and understanding of both dementia and our service more widely in the county, and to promote our approach and success beyond the county boundaries.

**OUR VALUES:**

- Caring
- Listening & amplifying people's voices
- Enabling & empowering
- Passionate for better
- Collaborative

**Caring****Listening &  
amplifying people's  
voices****Enabling &  
empowering****Passionate for  
better****Collaborative**

## **JOB PURPOSE:**

You will provide marketing support to the service Marketing Officer, helping ensure the service digital presence is fresh, current, and updated with the latest information. Specifically, our presence is maintained through our independent WordPress website and Facebook account, and through the Age UK Oxfordshire digital platforms. You will assist in the creation of marketing collateral to support the service Fundraising and Awareness team, using InDesign and Canva, ensuring the service brand remains aligned with the AUKO brand.

Additionally, you will have some administrative duties, responsible for coordinating the service referrals team, including taking your turn processing referrals, and coordinating the service support line. These administrative duties will take approximately 10 hours per week.

Dementia Oxfordshire has its own brand, which is aligned to the AUKO brand, and has its own service marketing plan. You will assist the Marketing Officer in the development and delivery of that plan.

Overall, this role will help ensure the team can deliver the best support for those living with dementia and their carers, raise awareness about dementia generally and highlight the flagship of support provided in Oxfordshire.

You will report to the Head of Service and work closely with the service Marketing Officer and wider AUKO marketing team.

### **The main responsibilities are to:**

1. Gather, edit, and upload content for our Word Press website.
2. Assist in the preparation of marketing materials for the service
3. Maintain service stationery and marketing collateral
4. Provide administrative support for our Facebook site. Gather, write, and post content to develop our presence and support staff to contribute content. Use Buffer to coordinate posts with the wider AUKO organisation.
5. Create ad hoc collateral design on InDesign or Canva for leaflets, posters, campaigns both online and offline
6. Help coordinate and collate content for our monthly email newsletter
7. Contribute to and support the Fundraising and Awareness working group with marketing collateral and advice
8. Be part of, and coordinate, the service referrals team to process new referrals
9. Coordinate the service support line
10. Maintain and monitor the service shared email inbox
11. Coordinate and minute team Away Days (4 per year)

12. Provide administrative support to the wider team and Head of Service as required

13. Additionally, the post holder will need to:

- Work in accordance with Age UK Oxfordshire policies and procedures.
- Take a pro-active approach to personal learning and development.
- Attend team meetings, Age UK Oxfordshire staff meetings and other line management and training activities as appropriate.

14. Administrators may also be asked to conduct other duties relevant to the role or in support of Age UK Oxfordshire including supporting volunteers and fundraising activities.

## Person Specification

**Job Title: Marketing and Administration Assistant**

**Department: Dementia Support Service**

<b>Specification</b>	<b>Essential Requirements</b>	<b>Desirable Requirements</b>
<u>Qualifications/ Education/ Training:</u>	<ul style="list-style-type: none"> <li>• Good general standard of education to 'A' level standard or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>• Degree level education</li> <li>• WordPress training</li> <li>• NVQ level 2 Qualification in Dementia</li> </ul>
<u>Relevant experience:</u>	<ul style="list-style-type: none"> <li>• Experience in an administrative post</li> <li>• Excellent computer skills including Microsoft: Excel, Word, and Outlook</li> <li>• Experience in website content management and social media platforms</li> </ul>	<ul style="list-style-type: none"> <li>• Experience using WordPress</li> <li>• Experience managing a business Facebook page and Facebook group</li> <li>• Experience using InDesign and Canva</li> </ul>
<u>Relevant knowledge/skills:</u>	<ul style="list-style-type: none"> <li>• Good oral and written communication skills</li> <li>• A high level of accuracy</li> <li>• Strong appreciation of customer service interaction</li> <li>• Working knowledge of data protection and GDPR</li> </ul>	<ul style="list-style-type: none"> <li>• Familiarity with databases</li> </ul>
<u>Personal attributes:</u>	<p>The ability to:</p> <ul style="list-style-type: none"> <li>• Work to deadlines</li> <li>• Prioritise &amp; work well under pressure</li> <li>• Work on own initiative and as part of a team</li> <li>• Deal appropriately with sensitive and confidential matters</li> </ul> <p>Additionally, to have:</p> <ul style="list-style-type: none"> <li>• Excellent interpersonal skills, face to face, by telephone and email</li> <li>• Attention to detail</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to teach colleagues content editing skills</li> <li>• Willingness to learn new skills</li> </ul>