

Marketing Assistant

£10.42 per hour 15 hours per week (flexible)

Location: Home based

We are looking for a part-time Marketing Assistant to join Parents 1st UK.

As experts in perinatal peer support, we believe that every parent deserves support, and every baby deserves the best possible start in life. If you're creative, passionate about helping others, and have at least 1 years' experience in marketing, then we'd love to hear from you!

Our background:

Parents 1st is dedicated to enabling quality peer support to flourish during pregnancy, birth and beyond. The evidence is clear - effective and sustainable peer support nurtures the emotional wellbeing of mothers, fathers, partners, and babies, and builds strengths in communities. We work both locally and nationally to achieve this aim.

Our national work: *Parents 1st UK*, an 'open source' online community platform, is dedicated to sharing all the resources necessary to set up a perinatal peer support initiative. It freely shares all the tools that our local programme (*Parents 1st Essex*) uses in daily practice, from budget setting to impact tracking. Working with commissioners and providers, *Parents 1st UK* also provides consultancy and workshops to help build new perinatal peer support initiatives in communities.

Our local work: *Parents 1st Essex* is our local programme, delivering perinatal peer support to parents across Essex, through 1-1 or group support. Peer supporters engage and develop trusting relationships with parents during pregnancy, continue support through birth and the first few months afterwards.

Alongside this, *Parents 1st* also leads the *Essex Peer to Parent Network*, a peer support collaborative that aims to develop a hub of good practice across Essex. The *Peer to Parent Network* employs 4 Peer Support Link Workers who work alongside the local maternity units in Essex. They help parents to access peer support during pregnancy or anytime during the first year after birth, either through connecting parents with local peer support initiatives and services operating in their area or offering them peer support themselves. The aim is to improve perinatal mental health outcomes by supporting evidence-based, effective, and safe peer support to grow and develop across Essex.

All staff and volunteers are truly committed to our cause and are passionate about helping others.

The role:

You will be working with the Parents 1st UK Marketing Manager to assist with managing social media channels, writing and uploading content to the website, collating information for monthly newsletters, creating images/videos, and promoting courses, workshops and other events. You will work across both national and local workstreams, contributing to all areas.

The Marketing Assistant will play an important role in supporting the Marketing Manager to grow our reputation and raise awareness of peer support and our support services.

You will:

- Post organic content across LinkedIn, Twitter, Facebook and Instagram
- Be aware of best practices across the above social media platforms
- Use Google Analytics to run basic reports
- Be able to communicate key messages concisely across social media, with excellent written communication skills
- Collate information for monthly newsletters
- Upload content to our website
- Be able to proofread to a high standard, with excellent attention to detail
- Assist with workshops/events
- Be well organised and able to manage multiple projects at once
- Have an understanding of SEO (you don't need to be an expert, but you do need to understand basic good practice!)
- Be familiar with social media ad platforms (desirable, but not essential)
- Be keen to learn, develop, and contribute

This is a homeworking role, but you may be required to travel to attend some meetings or events, so you must reside in the UK, have the correct right to work documents to work in the UK and be comfortable/willing to travel when required.

Your skills:

We are seeking:

- An all-rounder – you must have experience of social media, email marketing, copywriting and asset creation
- An individual with a high level of attention to detail and a positive can-do attitude
- A confident communicator with excellent IT skills

Skills:

- Experience in posting to social media channels
- Experience of writing web copy, including an understanding of SEO

- Experience of email marketing, building and maintaining email lists, writing newsletters (desirable)
- Experience of creating images/videos suitable for digital content
- Understanding of GDPR

This role will be particularly suitable to someone who already has at least 1 year of experience as a Marketing Assistant or similar level.

If you would like to be a part of a friendly team that aims to affect real change for families in Essex and across the UK, then we'd love to hear from you!

To apply, please complete the application form and tell us why you're interested and what you could bring to this role.

Please send your completed application to contact@parents1st.org.uk

Closing date: Sunday 7th May

Interviews will take place on: Thursday 18th May in Central Colchester.

Parents 1st embraces diversity and welcomes applications from all backgrounds and all parts of the community.