

JOB DESCRIPTION

SECTION:	Cornwall & Isles of Scilly Growth Hub (CIOUSGH)
JOB TITLE:	CIOUSGH Communications Assistant
RESPONSIBLE TO:	CIOUSGH Communications Manager
FUNDED BY:	European Regional Development Fund and Cornwall Council/Cornwall Development Company

KEY RELATIONSHIPS:

Internal: Communications manager, web content editor/s and other members of the Growth Hub team
CDC Finance Team

External: Clients/Customers of Growth Hub
Key partners and stakeholders
Suppliers and contractors

MAIN PURPOSE OF THE JOB:

To support the Communications Manager to deliver a communications strategy that maximises the reach and take-up of the C&IoSGH service through the deployment of a range of communications techniques and effective engagement of partners and stakeholders.

KEY TASKS:

Delivery of communications activity

- Deliver regular email marketing communication to clients and stakeholders
- Research marketing and advertising opportunities as directed by the Comms Manager
- Support the organisation of Growth Hub events and liaison with external event organisers to promote and raise awareness of the Growth Hub
- Processing invoices and liaison with CDC finance team on financial information relating to communications activity
- Contribute to and support the generation of up to date, relevant and appealing content for the website and social media.

- Contribute to the production of accurate and timely performance management reporting

Relationship management

- Coordinate and administrate meetings including logistical information, production of papers and minutes.
- First point of contact for external communications enquiries, interpreting and dealing with or passing on queries to team members
- Maintain an accurate database of partner, stakeholder and media contacts
- Liaise with external suppliers on the design and production of marketing collateral

Technical

- Understanding of communications techniques and channels including social media, web editing and Adobe Creative Suite.

KEY RESULT AREAS:

- The provision of high quality communications support
- Appealing and engaging email marketing
- Effective liaison with partners, stakeholders and suppliers
- Corporate systems and procedures adhered to

PERSONAL & TEAM RESPONSIBILITIES:

- To undertake training as required
- To be responsible for his/her own self-development on a continuous basis
- To carry out at all times his/her responsibilities with due regard to the company's Equal Opportunities Policy and Environmental Policy
- To work at all times within the code of the Health & Safety Act

This job description is not comprehensive or exclusive and duties may be varied from time to time, but these will not change the general character or level of responsibility of the job. This job description and your performance will be regularly reviewed with you.

Good communication and organisation skills as well as self-motivation and self-confidence will remain essential qualities to fulfil this role.

Date Last Reviewed: May 2018

Approved by Manager: May 2018

Agreed with Post Holder:

Date Personnel Informed:



PERSON SPECIFICATION

DIVISION: Business

SECTION: Cornwall & Isles of Scilly Growth Hub

POST TITLE: Communications Assistant

ATTRIBUTES	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
<u>Relevant Experience</u>	Experience of working in a communications role	Experience of working within the business support landscape Experience working with external suppliers	Application form/CV Interview References
<u>Education & Training</u>	At least 5 GCSEs at Grade C or above (including Maths and English or equivalent level qualification)	Training or certification in use of relevant design packages and web editing.	Certification
<u>Special Knowledge & Skills</u>	Knowledge of social media techniques Knowledge of web content editing Competent in the use of ICT including Microsoft Office/365 Ability to prioritise and meet deadlines Ability to learn new software systems	Knowledge of Wordpress Knowledge of Adobe Creative Suite or equivalent Knowledge of Google analytics Video production	Application form Interview
<u>Any Additional Factors</u>	Ability to work on own initiative and as member of a team Confident in dealing with a range of people and situations at all levels within the Company Appropriate regard to confidential Company or Service information Some flexible working outside normal office	Ability and willingness to travel throughout the county	Application form Interview

	hours may be required		
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