

Social Enterprise Exchange Marketing Assistant (Sheffield Live!)

Job Description

Social Enterprise Exchange is a programme managed by a consortium of specialist social enterprise support organisations, part funded by the European Union through the Yorkshire and Humber ERDF Programme 2014-2020. The programme will provide a comprehensive programme of social enterprise support contributing to jobs, growth and social inclusion. The project will promote social entrepreneurship, through awareness raising events, knowledge exchange and peer networking; it will provide step-up support for start-ups, including hot-desks, start-up grants and mentoring; and it will offer specialist enterprise advice and support for existing social enterprises to grow and to develop new products and services.

Sheffield Live! is a community-owned media organisation, providing public access to equipment, facilities, training, and broadcast platforms, together with business and technical support for start-up and early stage social enterprises, community projects and independent media producers. Sheffield Live! manages a digital media centre close to Sheffield's main transport hub and operates a local television channel, community radio station and a local news and information website.

The Marketing Assistant will assist in promoting the Social Enterprise Exchange programme, through the project website, social media, events and other promotions. The Marketing Assistant will report to the Project Manager.

Job Description

- To assist in the development and maintenance of the project website
- To provide and update the project's presence on a variety of social media
- To produce and disseminate promotional materials for the project
- To assist with the organisation of project events and activities
- To maintain publicity records including website usage and social media
- To provide reports on the effectiveness of the project's promotional activities
- To undertake such other tasks as may be reasonably required

In carrying out these duties the post holder will be required to respect all internal policies and procedures of Sheffield Live! and of the Social Enterprise Exchange programme including on equalities and diversity, environmental, and health and safety.

*Part funded by European Regional Development Fund 2014-2020.
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(Sheffield Live!)**

Person specification

Essential requirements

- Business or similar degree or equivalent experience
- Previous experience in marketing and communications
- Fluent in use of social media / social media marketing
- Excellent oral and written communication skills
- Familiar with the use of databases
- Ability to work with a wide range of people
- Empathy with the ethos, aims and objectives of Sheffield Live!

Desirable requirements

- Experience and understanding of media production
- Skills and experience in graphic design
- Skills and experience in video editing
- Print and/or video journalism experience

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Terms and conditions

Salary

Salary, according to experience, in the range £16,000 to £20,000 per annum.

Pension

Sheffield Local Television Ltd offers an employer's contribution of 6 per cent of gross salary.

Location

Sheffield Live, 15 Paternoster Row, Sheffield S1 2BX

Holidays

25 days annual leave plus bank holidays.

Hours

Full-time 37.5 hours per week.

Trade union

The person appointed is encouraged to belong to an appropriate trade union.

Duration and probationary period

The position is linked to delivery of a time limited project. The post is subject to a probationary period of three months and annual or more frequent performance based review thereafter.

Applications

By submission of CV and a covering letter outlining relevant experience and motivation, with examples of similar work undertaken for other clients and a minimum of 2 referees.

Applications should be sent to: jobs@sheffieldlive.org including the job title as reference.

Deadline for applications

1 May 2017