



Improving lives of people with sight loss



Marketing and Communications Assistant
Information pack

www.vistablind.org.uk/jobs

Introduction

Thank you for your interest in Vista and the role of Marketing and Communications Assistant in our team.

I am looking for an enthusiastic and hardworking marketing professional to join my team in this role. Working in our small team the role is varied and diverse, and you will have an opportunity to work across all areas of Marketing and Communications.



This will include regularly updating our website, promoting us through social media; improving the materials we use to promote our services; preparing and sending out regular media stories and supporting the promotion of our charity shops and fundraising events.

This is an important time for Vista. We are growing, but the way we deliver our services is changing, as the amount of local government funding we receive declines. We need to generate more income, and marketing and communications have a vital role to play in that – we need more people to know who Vista are and know that we need support.

I hope you consider working with Vista to be a great opportunity for you and look forward to hearing from you.

Shilpa Gokani, Marketing and Communications Manager

About Vista

Vista is the leading provider of services to children and adults with sight loss in Leicester, Leicestershire and Rutland.

As well as rehabilitation, residential homes, social groups and befriending services, Vista provides specialist services for people with learning disabilities, dementia and dual sensory impairment.

We are there at the point of diagnosis, supporting children and adults in eye clinics by providing information, advice, guidance and support when it's most needed.

We teach people with sight loss new skills and provide specialist equipment and tools. Our qualified specialist staff have a wealth of experience in supporting people with sight loss to develop important practical, social and emotional skills, building their confidence and independence.

We support children and adults with sight loss, providing specialist leisure activities, music therapy and professional rehabilitation support in both the home and the community.

We aim to tackle social isolation and ensure that every person we work with has real human contact, providing befriending and social groups to people who would otherwise be isolated and unable to leave their homes.

We also provide over 70,000 talking newspapers a year, making a real difference to the lives of socially isolated people in Leicester, Leicestershire and Rutland.

Losing your sight can be frightening. Vista is there, enabling people to regain their independence and live fulfilling lives.

Our team

You will be based in a team which consists of Marketing and Communications, Fundraising, Trusts and Foundations and Retail.





Job Description

Job Title: Marketing and Communications Assistant

Department: Fundraising, Marketing, Communications and Retail

Primary Objectives: To assist the Marketing and Communications Manager in the delivery of the marketing and communications plan, writing and managing communications and media work.

Main Duties:

- To write and issue press releases on behalf of Vista
- To build up a database of local media contacts and regularly communicate with them
- To build up a bank of case studies for use in promotional materials and in local media, talking to the people we support and their families about their experiences of Vista
- To assist with the development and production of all Vista's marketing and publicity materials, using InDesign software package
- To write and distribute communications to our database, supporters and volunteers
- To support internal communications activities, including putting together organisational newsletters and updates
- To support external communications activities, contributing to and producing external newsletters
- To act as a spokesperson for Vista when required
- To regularly update social media and help to develop our social media strategy

- To assist in the maintenance and development of Vista's website, sourcing, writing, editing and uploading content as required
- Be an active member of the Fundraising and Marketing team, attending and contributing to regular team meetings and providing marketing support for fundraising activity as appropriate
- Carry out any market research required by Vista
- To assist the Marketing and Communications Manager in other tasks as required

Resources:

a) People interaction with people who use our services, volunteers and supporters in order to build up a case study library and use these in local media. This can involve talking to people about sensitive issues

b) Financial limited

c) Non-financial Some responsibility for brand and how Vista is represented in the media

d) Special Factors None

Additional responsibilities

- 1) To ensure activities comply with current law
- 2) To operate within the law at all times, with particular reference to health and safety; safeguarding; equality and data protection legislation
- 3) To work flexibly, including additional hours from time to time to meet the needs of the job, and some unsocial hours working

Prepared by: SG

Date: Aug 2017

This job description sets out the duties of the post at the time when it was drawn up. Such duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.

Person Specification

Criteria	Essential	Desirable	How Identified (e.g. form, interview, test)
Qualifications & Training		Marketing, media or communications qualification	Application form
Experience	<ul style="list-style-type: none"> • Experience in writing copy for results, online and offline • Experience in using social media • Experience designing materials using InDesign (Adobe Creative Suite) 	<ul style="list-style-type: none"> • Experience working with the local media • Experience writing newsletters 	Application form, interview
Skills & Knowledge	<ul style="list-style-type: none"> • Knowledge of how to write a press release • Knowledge of social media and how to use it effectively • Excellent written skills • Excellent presentation skills • Excellent communication skills • Excellent IT skills 	<ul style="list-style-type: none"> • Knowledge of local media 	Application form, interview and assessment
Personal Qualities	<ul style="list-style-type: none"> • Ability to work well under pressure to tight timescales • Self motivated and able to work unsupervised • Team player • Ability to manage time effectively, prioritising workload to manage multiple projects 		Interview, assessment

Other			
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If you require the information in this handbook in an alternative format (e.g. large print, audio or Braille) please contact Vista on 0116 249 0909.

For more information, please contact the HR Department

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