

# Marketing and Communications Assistant

## Join us at Vista

Thomas Pocklington Trust (TPT) and RNIB are collaborating with charities in the sight loss sector to create new opportunities for blind and partially sighted people to find employment through the Get Set Progress Internship programme. Vista is delighted to be offering an internship as part of the Get set Progress scheme.

Vista is a local sight loss organisation operating in Leicester, Leicestershire, and Rutland with services in all areas of sight loss, for people of all ages and backgrounds. We work together with blind and partially sighted people to reduce the gap of inequality between people with sight loss and those without.

## Our Values

**We care about people.** Challenging unfairness and inequality, we recognise and value people as individuals.

**We are not afraid to change.** Passionate and creative in our work, we are ambitious in our expectations of ourselves and others.

**We listen and learn.** We are driven by the needs, ideas and experiences of the people we support, learning from them and from each other.

**We are open and honest.** Together we seek feedback, grow ideas and make a difference. We do what we say we are going to do.

**We work best as a team.** Everyone's contribution to our work is valued. We support each other to achieve our best and hold each other to account.

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**We are proud of Vista.** We measure the quality and impact of our work, demonstrating best practice. Each of us is an ambassador.

## **What are the benefits of a Get Set Progress internship for me?**

As part of your 9 month internship you will gain the following:

- obtain valuable work experience within the charity sector
- Training opportunities
- A mentor offering support, advice and guidance throughout
- help deliver positive changes for people with sight loss

As part of the GSP Internship programme, you will also be enrolled onto the TPT **Employment Programme**, where you will gain employment support, guidance and advice from their Employment Team, skills obtainable are:

- CV writing
- Job searching
- Cover letter and speculative letter writing
- Application form writing
- Interview techniques

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## Job description

**Role:** Marketing and Communications Assistant

**Department:** Fundraising, Marketing and Communications

**Reporting to:** Esther Blount

**Location:** Vista Head Office, Leicester LE1 6TF

**Salary:** Based on [Living Wage Foundation](#) rates

**Contract type:** Fixed Term 9 months, full time 36 hours per week

**Job purpose:** To assist the Marketing and Communications Officer to support all areas of Vista's work; writing and managing internal and external communications.

### Key areas of responsibility

- 1) To ensure that all our communication is as accessible as possible.
- 2) To build up a range of local media and communications contacts and regularly communicate with them.
- 3) To build up a collection of case studies for use in promotional materials, funding bids and other media, talking to the people we support and their families about their experiences of sight loss and of Vista.
- 4) To assist with the development and production of all Vista's marketing and publicity materials.
- 5) To support internal communication activities, including putting together newsletters and updates.
- 6) To support external communications activities, contributing to and producing external newsletters etc.
- 7) To prepare press releases and act as a spokesperson for Vista when required.
- 8) To regularly update social media, producing and sharing scheduled and spontaneous content.
- 9) To assist in the maintenance and development of Vista's website; sourcing, writing, editing and uploading content as required.
- 10) Be an active member of the fundraising and marketing team, attending and contributing to team meetings.
- 11) Providing marketing and communications support to projects, services and teams across Vista.
- 12) Carry out surveys and market research required by Vista

## Person specification

The successful applicant will possess the following skills:

### Essential criteria

- Lived experience of sight loss
- GCSE (or equivalent) in English Language & Maths (Grade C or above).
- Experience relevant to the key parts of the role, including areas such as:
  - Writing copy online and offline
  - Using social media
  - Designing materials
  - Running websites
  - Working in a team
- Excellent verbal and written communication skills.
- Confident and varied IT skills
- Excellent interpersonal and networking skills
- Able to manage a varied workload and work to a consistently high standard, to deadline.
- Ability to prioritise workload to deliver across multiple projects.
- Awareness of confidentiality.
- Proactive approach to work (planning, setting deadlines).
- Ability to use own initiative.
- Adaptable and reliable.
- Ability to organise own workload with the minimum of supervision.
- Team player with a flexible approach to support colleagues.

\*This post has a Genuine Occupational Requirement that the successful applicant be a blind or partially sighted person in line with The Equality Act 2010.

### What to do next

To apply for a job, please fill out the online application form, or you can download the form to complete offline. For an alternative format, please contact our Recruitment Team at [recruitment@vistablind.org.uk](mailto:recruitment@vistablind.org.uk) or call 0116 249 8864.

**Closing date: 31<sup>st</sup> October 2022**

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## **About Vista**

Vista is a great place to work; our staff are experienced, caring and passionate about what they do, and in return we provide a fantastic working environment in which staff can flourish. If you join our team you will make a real difference to the lives of local people with sight loss.

The safety of the people we support always comes first, so some of our vacancies will require you to complete a Disclosure and Barring Service (DBS) check.

In line with current government guidance, we encourage everyone who works in our care settings to be fully vaccinated against Covid-19 unless clinically exempt.