**12 December 2024**

Dear Applicant,

Thank you for your interest in the post of Communications Assistant.

In this pack you will find:

* Job Description
* Person Specification

On our website at [metrocharity.org.uk/jobs](https://metrocharity.org.uk/jobs/) you will find:

* Application Form
* Guidance Notes for Applicants
* Monitoring Form
* Our Equal Opportunities Policy Statement

Please note that **CVs will not be considered** as part of your application, we will be short-listing from fully filled out application forms only.

Your completed application form should be sent to arrive no later than **9:00am on Monday 13th of January 2025** by email to [recruitment@metrocharity.org.uk](mailto:recruitment@metrocharity.org.uk).

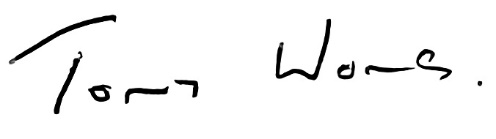
Please include your full name in the message subject line. Your email including attachments must not exceed 5MB in size. Please also complete the Equality and Diversity monitoring form which can be found on our website at the link above.

**Interviews will take place in the week beginning Monday 27th of January 2025**.

For further information regarding this post please contact Hannah Eiseman on 020 8305 5000 or by email [Hannah.eiseman@metrocharity.org.uk](mailto:Hannah.eiseman@metrocharity.org.uk).

We look forward to hearing from you.

Best wishes



Tony Wong, CEO

# Job description

## Key details

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| --- | --- |
| **Job title** | Communications Assistant |
| **Employment status** | Part-time |
| **Duration** | 12 months, with the possibility of extension |
| **Salary/Wage** | £25,749 pro-rata |
| **Hours** | 21 hours a week, Monday – Friday (three days a week) with some occasional evening and weekend working. This post would suit applicants looking for flexible, part-time work. |
| **Line manager** | Communications Manager |
| **Employer** | METRO Charity (The Metro Centre Ltd) |
| **Location** | Main location of work is METRO’s office in New Cross, with some time also spent at METRO’s offices in Woolwich and Lambeth. |
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## Job outline

Part of our core communications team, working across the charity with a focus on promoting our sexual and reproductive healthcare work in Hertfordshire. The successful applicant will have experience in digital channels, content generation and copywriting, as well as leveraging these to influence our external stakeholders. This role will also support the communications team in the planning, facilitation, co-ordination and evaluation of internal and external events.

### Programme: Hertfordshire Get It

This role has specific responsibility to develop and support campaigns for our Get It sexual health service in Hertfordshire, which offers free condoms, STI testing and sexual health advice. [www.getit.org.uk](http://www.getit.org.uk)

## Main tasks

1. Lead on content creation for our website and social channels across the charity, with a focus on our sexual and reproductive health services in Hertfordshire (Get It Hertfordshire), including original news items and social media graphics.
2. Lead on campaigns for Get it Hertfordshire, promoting health messaging across radio, local press adverts, broadcast media and dating apps.
3. Use digital channels to promote all of the charity’s services to a range of stakeholders, with a focus on our sexual and productive health services in Hertfordshire.
4. Lead on paid advertising across our social channels. Monitor the impact and reach of our digital channels and events feedback.
5. Support the preparation of newsletters including our fortnightly internal staff newsletter, and external newsletters for supporters, partners and key stakeholders.
6. Support the communications team with the planning, co-ordination and facilitation of internal and external events, for example ordering equipment and materials, liaising with venues, distributing promotional materials and setting up events equipment.
7. Support the rest of the communications team as needed, following existing processes.
8. Stay up-to-date on current affairs and news relating to the charity’s work, with a focus on sexual and reproductive health, enabling the prompt drafting of news items and social media content in response.
9. Proactively engage with others outside of the team and the charity to support the goals of the Communications, Policy and Research (CPR) team.
10. Support collaboration across the charity to ensure stakeholder feedback is heard and incorporated into the development of events and other opportunities.

## Other duties

1. Adhere to METRO policies and procedures at all times.
2. In line with METRO’s policy on Information Governance (IG), confidentiality and data handling, you will be expected to undertake, pass and maintain the required IG modules as indicated by your line manager.
3. Ensure sensitive and confidential recording and handling of information in accordance with the Data Protection Act, GDPR regulations and METRO’s Information Governance policies.
4. In line with METRO’s policy on Safeguarding, you will be expected to undertake, pass and maintain the required Safeguarding Training modules as indicated by your line manager.
5. Attend regular supervision, and to undertake appropriate training as agreed. Maintain and update knowledge, skills and undertake continuing education in accordance with personal and service needs within a framework of a personal development plan.
6. Undertake any other appropriate duties as requested by your manager. If these duties are extensive and of a higher job description scale, the terms and conditions of the post may be varied in negotiation with your line manager.

# Person specification

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| **Knowledge & Experience** | **Skills & Abilities** | **Essential**  **/Desirable** | **Application**  **/Interview** |
| One year’s experience in contributing to social channels for a similar size, or bigger organisation with a diverse range of audiences |  | Essential | Both |
|  | Skilled at developing rich and creative digital content that reaches and engages specified audiences | Essential | Both |
| Experience of working or volunteering in a health-focused organisation, especially around sexual and reproductive health |  | Desirable | Application |
| Experience of working or volunteering in a diversity,equity and inclusion organisation, or demonstrating a high level of knowledge around the topics |  | Desirable | Application |
|  | Ability to work resourcefully and provide broad cover across multiple digital channels | Essential | Both |
| Experience in researching and designing communications campaigns |  | Essential | Both |
|  | Excellent copywriter | Essential | Both |
|  | Design skills for creating campaign assets using  appropriate software such as Canva and the Adobe Creative Suite | Essential | Both |
| Experience in making short  films/videos for digital channels |  | Desirable | Application |
| Have a good understanding of local diversity, communities and related issues in the charity’s key geographies – especially Hertfordshire |  | Desirable | Application |
| Experience in developing, facilitating, coordinating and evaluating events |  | Desirable | Both |
| Experience of analysing information and generating reports, for example on social media impact |  | Desirable | Application |
| Experience in pro-actively supporting the improvement of internal processes. |  | Desirable | Application |
| Experience working with a range of individuals and communities |  | Desirable | Application |
| Experience in writing risk assessments, event management plans, event schedules, booking forms, feedback and evaluation forms |  | Desirable | Application |
| Have a good understanding of current affairs and news locally, nationally and globally |  | Desirable | Application |