



Application Pack – Marketing & Communications Executive (Freelance)

1 a day per week (7.5hrs) @ £18 -£20 per hr for 6 months initially

Commencing Sept 2021

Whoopsadaisy Pavilion, Preston Park, Brighton, BN1 6HN. www.whoopsadaisy.org

Whoopsadaisy is a Brighton & Hove based charity providing Conductive Education for children with cerebral palsy and other physical disabilities.

Working as part of our small staff team, trustees and volunteers, the Communications Executive will develop, implement and review Whoopsadaisy's Communications Strategy. Operational duties will include managing Whoopsadaisy's website content, social media platforms and e-newsletter, and ensuring information is consistent across all communication channels of the organisation.

This is an exciting opportunity for an experienced Marketing and Communications Executive to join our team. Having an enthusiasm for communication, being a self-starter, organised and literate, and a good knowledge of the charity sector are all essential qualities for the person in this role. At least one-year relevant experience is required.

Application process

To apply, please email shonge@whoopsadaisy.org with:

- Your CV – this should be no longer than 2 sides of A4.
- Two References of which one should be from your current/previous employer.

Please let us know in your application what we would need to put in place to ensure that any access requirements you have are met during the interview process.

Whoopsadaisy is committed to Equal Opportunities in all aspects of employment. We are committed to ensuring that no job applicant or employee is discriminated against on the grounds of race, gender, nationality or ethnic origin, sexual orientation, religion, disability, or marital status.

Whoopsadaisy Registered Charity No 1083024

Centre: Whoopsadaisy Pavilion, Preston Park, Brighton BN1 6HN Post: West & Berry Ltd, Mocatta House, Trafalgar Place, Brighton, BN1 4DU
Tel: 01273 554178 Email: info@whoopsadaisy.org Website: www.whoopsadaisy.org

Job Specification – MARKETING & COMMUNICATIONS EXECUTIVE (Freelance)

1 day per week (7.5hrs) at £18 - £20 per hr.

Commencing September 2021

Summary of the role: This is a hands-on role which will include;

1. Creating a **marketing and communications strategy** for Whoopsadaisy.
2. Carrying out the agreed marketing and communications strategy.
3. Working on the organization's **social media accounts** and ensure consistent standards in communication across the organisation.
4. To further build Whoopsadaisy's **brand** to effectively communicate. **Whoopsadaisy's work, its value to the public and strengthen fundraising.**

KEY TASKS

Website: Develop content and maintain Whoopsadaisy's website. Including: managing/updating service delivery activities, fundraising activities, online payment portals, live content. Using analytics to inform decision making. Support staff and volunteers in producing key advocacy tools such as case studies, blogs, and features.

Social media: Champion digital engagement/ participation of internal and external stakeholders. Manage and update Whoopsadaisy's social media channels (Facebook, Instagram, Twitter). Develop and pilot new ways of working with online audiences.

E-marketing: Oversee the production and publication of the monthly e-newsletters via Mailchimp.

Person Specification

An enthusiasm for effective communication, team worker, a genuine interest in working and supporting children with physical disabilities.

Essential Skills, Knowledge, and Experience

1. Communication - Excellent literacy skills and an ability to write in a clear manner for different audiences and media formats (e-newsletters, webpages).
2. Familiarity with tools such as Canva to create on-brand graphics suitable for social media, and other marketing channels.
3. Social media (Whoopsadaisy currently uses the following platforms: Facebook, Twitter, Instagram, Blogger).
4. Web content management (WordPress).
5. Marketing across a range of electronic and printed media as a coherent package.
6. **Managing projects on tight deadlines.**
7. Organised and able to manage own time.

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Desirable skills and knowledge

- Some knowledge and experience of short film/video production
- Marketing experience
- Interest of Conductive Education

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