

**Marketing & Communications Assistant £21,074 - £23,111
(Pro Rata if not full time) - Working hours are flexible**

A Marketing and Communications Assistant opportunity has arisen within Women in the Fire Service UK, this position is working directly for the WFS Treasurer of the National Executive Committee and is a key appointment within the organisation. As an experienced Marketing professional you will play a fundamental part in the creation of a communication strategy, designed to inform, educate and support an increase in membership base. You will take leadership of creating engaging text and images to sustain curiosity and develop further interest in our organisation. In addition, you will demonstrate previous experience of strong relationship management skills and be confident in your ability to foster strong working relationships both internally and externally with a number of our partners.

In your Marketing and Communications Assistant role you will also be responsible for the following day to day duties;

- Create, design and publish newsletter on quarterly basis;
- Create, maintain and add to visual image library;
- Oversee all social media activities, including updating & responding to queries;
- Measure, monitor and evaluate traffic on social media and website;
- Amend plans and strategy in light of above information;
- Attend the annual training and development event and ensure it is publicised, in real time across the different social media platforms
- Update and amend the WFS website to ensure timely and relevant information;
- Create press releases, features and media stories;
- Manage all press enquiries in conjunction with relevant member of WFS team;
- Ensure WFS officers are informed in a timely manner of relevant matters;
- Assist the Administration Manager in preparing for the annual training and development weekend/regional events

Creative, with a keen attention to detail the Marketing and Communications Assistant will have:

- Previous experience, we need someone to hit the ground running so your experience will be the key to your success in this role. A relevant qualification in addition to your experience is an advantage but not essential.
- A background and high level of confidence in using multiple social media platforms with an in-depth knowledge both off/online platforms.
- Previous experience of working in a project based environment with multiple tasks running alongside each other in addition to the BAU, in order to do this, you will need to be a self-starter and able to work from your own initiative.
- Your communication skills will be strong, and you should be able to demonstrate professionalism and the ability to adapt your style when liaising directly with WFS members and other partners and stakeholders.

Women in the Fire Service UK is an organisation which provides its members with access to support, guidance, training and personal development, promoting inclusion and diversity, and helping women achieving their full potential within the Fire & Rescue Service.

If this role is of interest to you, please submit your CV and full application to:

Louise Brown WFS HR Director @ louise8978@hotmail.com by Friday 15/02/2019.

For an informal chat about the role & application form please contact Cheryl Rolph WFS Director & Company Secretary on 07738832127.

To find out more about WFS please contact Karen Smith WFS Administration Manager on 01366 381237.