**Who are we?**

This is an exciting time to join the TCHC Group. TCHC Group was set up in August 2004. Since then, we have continued to develop and deliver programmes to support both young people and adults to learn, achieve and progress to greater opportunities. TCHC is an organisation that believes in creating opportunities for all. It is an organisation that is ethical, friendly, and considerate and encompasses these values in all its services and operations. Most of all, we believe in working together as a team to create opportunities for the individuals we work with to grow, to help them recognise and achieve their aspirations and goals and attain a positive outcome.

The staff who work for TCHC are learner-centric and want to make a real difference to the people they work with, enabling them to improve their employment situation, some of whom will have had poor experiences of learning and employment in the past. Some may have complex lives and require signposting to other organisations that can help.

Staff are valued and recognised for the contribution they make towards the organisation’s vision and goals, and the effective support they provide to the individuals we engage with. We have a strong belief that success is created together; one of the reasons why we are a great employer to work for.

***TCHC is a disability confident, committed employer.***

**Who are we looking for?**

TCHC are looking for a Marketing Assistant who will support the Marketing Manager across the full spectrum of marketing activities. These activities will include digital marketing, advertising, website maintenance, design printed marketing material, social media management and reporting and newsletter and video production.

You will work alongside the Marketing Manager to interact and support the whole organisation. Excellent communication skills and the ability to multitask in a fast-paced environment will be essential.

We are looking to recruit:

|  |  |
| --- | --- |
| **Job Title** | Marketing Assistant |
| **Location:** | Watford (Head Office) |
| **Working Hours:** | 9am to 5.30pm, 1 hour lunchbreak unpaid, 3 days per week (Monday – Friday, days to be discussed) (22.5 hours per week)  Essential travel across the East of England and other areas as required |
| **Contract Type:** | Part-Time |
| **Reports to:** | Marketing Manager |
| **Salary Band:** | Up to £25,000 pro rota |

**What are we looking for?**

**Qualifications:**

* Educated to GCSE level (desirable, but not essential), or with a relevant NVQ, or comparable relevant experience or training.

**Experience:**

* Digital Marketing - 1 year
* Social media marketing - 1 year
* Knowledge of Wordpress/Elementor
* Experience using Canva, Adobe or similar design tools
* Experience with email marketing platforms
* Basic understanding of SEO and video editing

**Main Tasks & Responsibilities**

* Assist in developing and implementing marketing campaigns for educational programmes
* Conduct market research to identify trends and target audiences
* Update and maintain the company website, ensuring content is current and optimised
* Handle enquiries and provide information to prospective learners and parents
* Assist with the creation of newsletters and blog posts
* Manage social media accounts (Instagram, Facebook, LinkedIn, TikTok, X), including content creation, scheduling posts, and engaging with followers
* Produce and edit videos to promote the company's offerings and events
* Help optimise website content and marketing materials for SEO to increase online visibility
* Assist with the creation, development, and production of marketing collateral such as flyers, signage, and prospectuses
* Support the creation and implementation of general marketing activities and campaigns
* Assist with the development and execution of email marketing campaigns
* Aid in organising and coordinating company events
* Contribute to stakeholder data management and segmentation
* Monitor and analyse marketing performance metrics to inform future strategies
* Carry out any other related duties to support the needs of the business

**Note:** These responsibilities serve as an initial outline for the tasks that the post holder will initially be expected to perform. Changes may occur over time to accommodate evolving job requirements and adapt to shifting circumstances.

Furthermore, given the dynamic nature of our operational environment, it is crucial for individuals in these roles to demonstrate flexibility and a willingness to travel to different work locations. This outline represents an initial plan and will be subject to periodic review as part of our Continuous Professional Development process.

**Confidentiality**

The individual in this role is responsible for upholding the confidentiality of information pertaining to clients, staff, and other stakeholders. Certain aspects of their work involve handling confidential information, which should not be disclosed to individuals outside the scope of their official duties. It is imperative that the post holder consistently always adheres to the provisions of the General Data Regulation Act.

**Safeguarding, Prevent & Equal Opportunities**

TCHC is dedicated to promoting equal opportunities and preventing discrimination for everyone. Our commitment extends to adhering to Safer Recruitment Policies, safeguarding practices, complying with the Prevent Duty, and advocating for the well-being of children, youth, and adults. In pursuit of our dedication, we will continuously enhance and refine our robust safeguarding processes and procedures, fostering a culture of safeguarding among our team members and volunteers.

**Commitment to Safeguarding**

TCHC is committed to Safeguarding and promoting the welfare of children, young people and adults. All staff are expected to adhere to our Safeguarding & Child Protection Policy and the safeguarding responsibilities outlined in their job description.

We conduct Safer Recruitment Checks on all staff prior to confirming a start date, in line with Keeping Children Safe in Education. An online search of information within the public domain is conducted on all candidates who are invited to interview.

This post is exempt from the Rehabilitation of Offenders Act (ROA) 1974. The amendments to the ROA 1974 (Exceptions Order 1975, (amended 2013 and 2020)) provide that when applying for certain jobs and activities, certain spent convictions and cautions are ‘protected’, so they do not need to be disclosed to employers, and if they are disclosed, employers cannot take them into account. The MOJ’s guidance on the Rehabilitation of Offenders Act 1974 and the Exceptions Order 1975 provides information about which convictions must be declared during job applications and related exceptions, and further information about filtering offences can be found in the DBS filtering guide.

Please see our Recruitment with Safer Recruitment Policy for further information, or get in touch on [01923 698430](tel:01923%20698430) or [safeguarding@tchc.net](mailto:safeguarding@tchc.net)

**Pre-employment checks**

The company also conducts an internal online search on social media platforms in accordance with the Keeping Children Safe in Education guidance. Should any pertinent information arise from this search, it will be discussed with the applicant as part of the recruitment process.

Please note that upon a successful job offer, the company performs digitalised right-to-work checks and initiates DBS applications through an external service provider. An enhanced DBS check, including the barred list, is mandatory for this role.

**Rewards for your hard work**

For us here at TCHC, reward means far more than just pay. Our generous and competitive benefits package includes:

* The full-time equivalent annual leave entitlement is 20 days per year in addition to 8 UK public holidays. An additional day of leave will be added for each complete year of service, effective from the commencement of the next holiday year, up to a maximum of 5 additional days after 5 years of service, giving a maximum total annual leave entitlement of 25 days. This will be pro rata for part-time hours.
* We operate a Christmas and New Year shutdown period in which you will receive an additional 3 days of leave at full pay to cover this closure period after 1 year of service. This will be pro rata for part-time hours.
* When your birthday falls on a working day, you will receive the day off at full pay.
* Sickness pay allowance after the probationary period.
* Pension scheme after 3 months you have been employed with us
* Bupa Cash Plan, level 1, paid by the company after the probationary period.
* Employee Assistance Programme to access help and support 24 hours a day, every day of the year for immediate family (eligibility applies)
* Discounted membership for BUPA (subject to the qualifying conditions)
* Long Service club loyalty gift upon completion of 5 and 10 years of continuous service
* Quarterly and annual awards
* Company tools and equipment for the performance of your duties
* Reimbursement of travel to other locations outside of the Centre (this will exclude travelling to the usual workplace)

**How to Apply**

To apply, please complete the application form online at: <https://tchc.net/apply-now/>