

JOB DESCRIPTION

Job Title:	Marketing Assistant
Salary:	£19,000 - £20,000 gross per annum (dependent on experience)
Hours of Work:	35 hours per week (full-time)
Responsible to:	Marketing & Communications Manager
Responsible for:	Marketing support and administration
Location:	Oakhanger, Hampshire (GU35)

Job Purpose:

This new post requires a highly creative, enthusiastic and very organised individual to support the growing Marketing & Communications Team. The ideal candidate will be of graduate level with marketing experience, ideally within the charity sector. It is essential that they are an excellent communicator with confident IT skills and a can-do attitude.

Pancreatic Cancer Action (PCA)

Pancreatic Cancer Action, (registered charity No.1137689) was founded in Surrey in 2010 by a rare survivor of the disease. A small team, headed by our Chief Executive, runs the charity and overall a board of Trustees provides direction for the organisation.

Nearly 10,000 men and women are newly diagnosed with pancreatic cancer every year in the UK.

In 50 years, the five per cent survival rate of the UK's fifth biggest cancer killer has not changed. BUT if patients are diagnosed in time for surgery, they have ten times more chance of surviving pancreatic cancer.

At Pancreatic Cancer Action, we are dedicated to saving lives by improving early diagnosis and improving the quality of survival for men and women diagnosed with pancreatic cancer in the UK.

PCA is a small charity with a huge voice shouting about much needed change for pancreatic cancer. We were founded out of a desperate need to give more attention to a disease that has been neglected for far too long.

We fund innovative research, create national awareness campaigns, lobby for change, produce educational programmes for for medical professionals and provide comprehensive patient information.

The Role:

The main purpose of the role is to support the Marketing & Communications Team with all areas of marketing and communications. As Marketing Assistant, you will get involved in all aspects of marketing to raise awareness of pancreatic cancer, and promote the charity's work. This will

include designing marketing material, copywriting and media relations. It is an exciting and varied role and you will need to have the ability to juggle multiple projects as well as have excellent communication skills and a natural creative flair.

This is a fantastic opportunity to become part of a small but dynamic team in a rapidly expanding charity.

Main Duties and Responsibilities:

1. Assisting the Marketing Team with day-to-day marketing support and administration.
2. Assisting with the design and overall layout of some of the marketing materials and literature.
3. Championing the use of the charity's brand guidelines internally and supporting colleagues to apply them consistently.
4. Liaising with external suppliers to coordinate the production of a range of marketing communications.
5. Assisting with uploading of material to the Charity website and social media platforms.
6. Assisting with the management of SEO and Google AdWords.
7. Assisting with the updating and maintaining of the Charity's database and mailing lists.
8. Assisting with the management of the press cuttings database, and sourcing cuttings as required.
9. Help source advertising opportunities in relevant publications.
10. Sourcing photographs and visual images for communications materials.
11. Identifying opportunities to raise awareness and promote the charity's work in the media.
12. Preparing press lists and distributing press releases using a media database.
13. Copywriting and assisting with the production and distribution of newsletters and the charity's magazine.
14. Providing administrative support for all marketing meetings including circulating agendas and writing minutes.
15. Attend, when necessary, charity events, conferences and exhibitions across the UK, acknowledging that some of these may involve overnight stays or weekends.
16. Perform any other duties that the Marketing & Communications Manager may consider appropriate.

While every effort has been made to outline all the main duties and responsibilities of the post, a document such as this does not permit every item to be specified in detail. Also, the post holder may, from time to time, be asked to undertake other reasonable duties commensurate with the grade of this post.

Experience required:

Essential	Desirable
<ul style="list-style-type: none"> • Experienced and competent user of Adobe InDesign, Illustrator and Photoshop. • Experience of using Google Analytics. • Experience of all major social media platforms: Twitter, Facebook, Instagram, YouTube and LinkedIn. • Strong proofreading abilities • Excellent organisational skills and attention to detail • Excellent written and verbal communications skills • Empathetic with good relationship management skills • An excellent working knowledge of Microsoft Office (Outlook, Excel, Word and PowerPoint). • Excellent interpersonal skills and the ability to communicate well with a broad range of people, including those affected by pancreatic cancer. • Excellent telephone manner • Ability to work independently and in a team environment and to apply initiative and common sense. • Excellent numeracy skills. • Experience of working to deadlines • Enthusiastic and results driven 	<ul style="list-style-type: none"> • Educated to degree level or above • Qualification in marketing, graphic design or communications • Knowledge of email marketing solutions • Knowledge of SEO management • Previous volunteering experience for a charity • Experience of dealing with external suppliers and organisations • CRM database experience



To Apply:

Please send your C.V. plus a short covering letter detailing why you would be the ideal candidate for this position to:

Natasha North, Marketing & Communications Manager Natasha@panact.org

Please note, our office is situated in a rural location with very few infrequent public transport links.

For more information on Pancreatic Cancer Action, please visit www.pancreaticcanceraction.org

Closing Date:

20th March 2017

Interviews will take place in early April 2017

Pancreatic Cancer Action is an Equal Opportunities employer and we welcome all applications regardless of disability, ethnicity, gender or age.