



Job Placement title

Social Media & Marketing Assistant

## Job Placement summary

**Job Purpose:** To support the delivery of Peterborough United Foundations marketing and communications for all programmes and promoting the work within the community. This includes supporting the marketing plans, delivery of events and raising awareness of the Foundations programmes through local and regional media and social media.

Your main role and responsibilities are:

- Input into the marketing plans to support recruitment and raise awareness.
- Produce and collect content that can be used to market Peterborough United Foundation programmes in line with the marketing strategy. This includes: - video, images and case studies.
- Assist in creating promotional materials including flyers, marketing copy, web articles etc.
- Support PUF's key events throughout the year.
- Evaluate and record all marketing activity and submit reports.
- Attend meetings and conferences and be a positive representative for Peterborough United Foundation both internally and externally.
- Research and produce a calendar of marketing events and content
- Undertake any other duties as required by the line manager.

Essential skills, experience and qualifications

The applicant will need to have the following skills, experience and qualifications;

- Excellent attention to detail
- Basic knowledge of IT packages such as Outlook, Excel, Word and Mailchimp
- Ability to work to instruction and also to innovate and bring new ideas to the table
- Be able to work under pressure and to tight deadlines
- Passionate about people and respect others views, experience and expertise.
- A good level of English (written and verbal). Ideally at an equivalent level of C in GCSE



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Number of hours per week

Working pattern and contracted hours (including any shift patterns)

Hourly rate of pay

**Details of employability support (training opportunities/mentor)**  
Peterborough United Foundation are committed to supporting all staff through training and mentoring programmes. The applicant will receive a dedicated mentor who will help provide essential insight and skills to prepare for when the placement is completed. These will include, CV writing and personal statement skills, budgeting advice, communication skills (verbal & written), insight to sport and sports media industry. Applicants will also undertake safeguarding, equality & diversity training.

Company name

Closing date for applications



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