



The Baby Loss Counselling Charity

Job Description - Communications & Events Assistant

Contract: 22.5 hours per week

Salary: £ 18 - 22k pro rata

Reports to: Communications & Marketing Manager

Location: Petals Office, Bottisham, with some home working agreed informally

Overall responsibilities of the job:

The successful applicant will work closely with our Communications & Marketing Manager and our Fundraising Manager to provide digital comms, events management and general admin support.

This role is integral to the efficient operation of Petals office team, and ultimately the expansion of our charity, ensuring our supporters are informed, encouraged and valued for their contributions to Petals. It is therefore important that the Communications & Events Assistant is warm, friendly and approachable, as well as confident and organised and able to work on their own initiative.

We are looking for someone who has a 'can do' attitude and who can build strong relationships with people at all levels.

Specific responsibilities:

Digital Communications

- Assist Comms & Marketing manager in the creation and delivery of the charity's social media strategy
- Take responsibility for our digital media channels and growing our reach, building a strong following for Petals across different social media platforms and with different audiences.
- Generate, edit, schedule and post written, visual, audio and video content
- Assist with social media monitoring and analysis
- Act as the first point of contact for social media, responding and signposting appropriately
- Creating branded multimedia content incl. graphics, video, imagery
- Use of Photoshop, InDesign or Canva to create branded content for print and digital
- Use of Hootsuite or similar social media management tools

Events Management Support

- Support with the management of a broad range of running and challenge events
- Act as the first point of contact for and liaise with challenge event organisers and participants
- Oversee and support events arranged by Petals supporters
- Order and send out fundraising collateral, merchandise, badges, t-shirts, etc.
- Use social media to create team spirit
- Attend challenge events representing Petals
- Data entry and management on Excel and Donorfy

Fundraising Admin Support

- Respond to emails enquiries about fundraising for Petals
- Ordering merchandise for events and campaigns
- Fulfill shop orders - sending out merchandise as ordered
- General data entry - adding newsletter subscribers, volunteers, etc., to Donorfy and Mailerlite
- General Donorfy management - updating tags, adding new categories, running reports, processing GiftAid, adding JustGiving and other donation platform info

General

- Participating in team meetings and working with the office team to create a warm and welcoming environment for staff, colleagues and visitors
- Support members of the Petals team as required, for example by attending events and away days, supporting Petals' involvement in campaigns such as Baby Loss Awareness Week.

This job may involve working unsocial hours on some occasions. Time off in lieu will be taken by arrangement with your manager. *Job description is not contractual and may need to change, upon discussion with the role holder.*



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Personal Specification - Communications & Events Assistant

Knowledge & Experience	Essential/Desirable
Digital communications	E
Working within fundraising	D
Working within fundraising	D
Events organisation	D
Skills	
Excellent organisation skills – structured methodical approach	E
Excellent communication & interpersonal skills	E
Proactive and collaborative approach to work	E
Competent user of Microsoft Office	E
Competent user of all social media channels	E
Competent user of Hootsuite or other scheduling platform	D
Personal Qualities	
Confident, self-motivated, and able to show initiative	E
Friendly, collaborative spirit	E
Enjoy working in a small team	D
Willingness to learn	E
Committed and flexible approach to work	E
Sensitive awareness of Petals' cause	E

We want our organisation to have different voices within it, and to reflect the range of communities from which our clients come. We welcome applications from everyone irrespective of sex, sexual orientation, gender identity, ethnicity, faith and religion, disability and age, but, as ethnic minority groups and members of the LGBTQ community are currently under-represented across the organisation, we would particularly encourage applications from members of these. Appointment will be based on merit alone.