



Job Description – Marketing Assistant

Established in 2018 by Linlithgow Community Development Trust (LCDT), MyLinlithgow is a one-stop online portal for up-to-date local information on eating/drinking out, shopping, activities/events, local attractions, services, community news and volunteer opportunities, with a directory over 500 community groups and businesses. LCDT's aim is to maintain and enhance MyLinlithgow as an essential resource for all residents and visitors making the most of what Linlithgow has to offer.

Role:	Marketing Assistant
Location:	Homeworking initially, then at the Community Hub, 6-7 The Vennel, Linlithgow (former library building)
Contract:	7 months fixed term
Salary:	£9.50 per hour
Managed by:	Development Worker
Working hours:	16 hours per week (3 to 4 hours per day each day)
Overall goal:	This role will support Linlithgow Community Development Trust (LCDT) with creating content for their website MyLinlithgow, managing social media for LCDT and growing our reach. You will devise relevant and impactful content that gets people thinking and talking, posting messages and information on topics that matter to our audiences.

Tasks:	<ul style="list-style-type: none">• Undertake updates on our What's On events calendar and the Directory on MyLinlithgow and visitor and volunteer pages to ensure our website remains up to date with current information.• Gather, curate, create and schedule content for the website and social media that matters most to our target communities and stakeholders as well as promoting audience engagement and interaction. This will include searching for relevant activities happening locally (in person and online) as well as reviewing Linlithgow related content from others.• Manage our social media presence for MyLinlithgow and LCDT (Twitter, Instagram and Facebook) including responding and engaging with customers, following and liking relevant sites. Ensure we project appropriate tone of voice on social media across all our brands in keeping with our core values.• Email monitoring for the website, reviewing forms & social media comments and responding and supporting visitors with queries.• Create the LCDT newsletter for members and distribute this using MailChimp.• Create promotional materials as required.• Regular review of Google Analytics and Social Media Analytics.• Updating of Google AdWords as required.• When working in the Community Hub, support volunteers and other staff to ensure a warm and welcoming experience and deliver high quality customer service.
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- Commit and adhere to LCDT's principles, policies and procedures.
- Working to support the team of staff and trustees and covering for others as needed.
- Provide cover for other members of staff as required.
- Adhere to covid safe protocols.
- Shared keyholding responsibilities.
- Any other reasonable duties within the scope of the role

**Essential and
Desirable Skills
Required:**

- E - Studying/graduated from an undergraduate degree in communications, marketing, advertising, event management, public relations, media studies, business and/or related fields (or similar experience)
- E - Enthusiasm for digital marketing. Experience of popular social networks and curating, creating and scheduling content on Facebook, Instagram and Twitter for an organisation using scheduling tools like Hootsuite/Buffer, etc
- E - Experience of updating websites – ideally Wordpress or similar.
- E - Excellent command of written and spoken English, great customer service and communication skills via email, phone and in person
- E - Confident in Microsoft Packages (Word, Excel, Powerpoint)
- E - Self-starter capable of working with minimal supervision
- E - Hardworking and adaptable
- E - Confident and proactive team player
- D - Experience of the charity sector
- D - Google Analytics and Adwords
- D - Knowledge of design and distribution tools (Mailchimp Adobe/Canva, etc)

Contact: Please send your covering letter explaining how you match the requirements for this role along with your CV to hello@mylinlithgow.com.

Closing Date: 5pm, Friday 2nd July