



Department  
for Work &  
Pensions

# KICKSTART SCHEME

**DWP Bid Unique Identifier****Job category (DWP use only)****Job Placement title**

Marketing and Social Media Assistant

**Company name**

Pecan

**Number of hours per week**

25

**Working pattern and**

**contracted hours** (including  
any shift patterns)

3.5 days a week, 9am – 5pm

**Hourly rate of pay**

London Living Wage

The main responsibilities for the Marketing and Social Media Assistant will be to support the Partnerships Manager with communications, social media and marketing. This includes writing newsletters, designing social media and website assets, supporting teams with physical printing with a printing company, collecting and produce marketing materials, and writing project-specific copy for a range of platforms.

A large part of the role will be dedicated to social media needs: monitoring and updating social media feeds, administrating social media for various projects, creating, writing, scheduling and sharing social media posts. The role will support the Partnerships Manager with social media campaigns, review and report on social media analytics, and ensure that Pecan remains GDPR compliant with all social media feeds

The role will also support the Partnerships Manager with website administration and updates and reviewing and reporting on website analytics.

Across the wider team, the role will help support and maintain an accessible, accurate, and transparent filing system, work with Partnerships Manager on fundraising campaigns, support finance team with fundraising queries, and work with other central team members on ad hoc tasks and events

**Essential skills, experience and qualifications**

Good administration skills with a high attention to detail. Good IT skills are essential, with a working knowledge of Microsoft Office applications (Word, Excel, Outlook etc). Knowledge and experience of using social media is essential. A creative mindset. They will need excellent written and verbal communication skills and be able to work independently and remotely with a proactive approach to work. Good work ethic and an agile approach to work are essential.



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## **Details of employability support (training opportunities/mentor)**

The marketing and social media assistant will be supported with regular individual training in marketing and social media principles through internal and external training. The training will be for the professional and personal development and will assist with the role but also increase employability for the Marketing and Social Media Assistant.

The marketing and social media assistant will be supported by the Partnerships Manager throughout their time at Pecan, who will not only manage them but mentor them as they progress through the role.

The Partnerships Manager will assess interest and work on training needs for the Marketing and Social Media Assistant and plan training into the working week.