JOB DESCRIPTION
Communications Assistant

Job Title: Communications Assistant
Reporting To: Communications Manager

Purpose of the Job:
We are seeking a motivated and detail-oriented individual to join our communications department as a Communications Assistant. As a Communications Assistant, you will play a crucial role in supporting our communications manager and ensuring effective internal and external communications. You will collaborate closely with the communications team to create engaging content, assist with website development, and contribute to various digital marketing initiatives.

Roles & Responsibilities:

1. Content Creation: Assist in creating compelling and informative content for various communication channels, including newsletters, blog posts, social media, and website updates.
2. Website Development: Collaborate with the web development team to update and maintain the organization's website content, ensuring a user-friendly and visually appealing experience.
3. Social Media Management: Help manage social media accounts by scheduling posts, monitoring engagement, and responding to comments or messages.
4. Analytics and Reporting: Assist in tracking and analyzing the performance of various communication channels by providing insights and recommendations for improvement.
5. Branding and Messaging: Ensure consistent branding and messaging across all communication materials and platforms.
6. Research and Trend Analysis: Stay up to date with industry trends, competitors, and emerging communication tools or technologies, and provide recommendations based on research findings.
7. Administrative Support: Provide general administrative assistance to the communications manager, including scheduling meetings, coordinating logistics, and maintaining documentation.

Skills & Qualifications:

- Bachelor's degree in related field.
- A minimum 2 years of experience in related field.
- Strong written and verbal communication skills.
• Proficiency in digital marketing tools and platforms, including social media management tools, email marketing platforms, and content management systems (CMS).
• Basic understanding of website development principles, WordPress, HTML/CSS knowledge is a plus.
• Familiarity with SEO best practices and ability to optimize content for search engines.
• Knowledge of graphic design software (e.g., Adobe Creative Suite) is desirable.
• Excellent organizational and time management skills with the ability to multitask and meet deadlines.
• Strong attention to detail and ability to maintain consistency in brand messaging.
• Self-motivated with a willingness to learn and adapt to new technologies and industry trends.
• Ability to work collaboratively in a team environment and communicate effectively.