SERVICES FOR INDEPENDENT LIVING

JOB DESCRIPTION

Job Title: **Website Content and Design Officer**

Reports to: Head of Marketing

Location: Head Office, Leominster (Flexible home working arrangements)

Hours: 7 hours per week

Salary: £5,285.28 per annum

Services for Independent Living (SIL) is a charity set up over 30 years ago with a mission to offer high quality care and support to people with disabilities. We provide services that enable people to lead an independent life within their own home and community. Our vision is to enable people affected by disabilities to exercise choice and control, to live independent lives and to actively participate in society.

Main purpose:

We are looking for a creative and organised individual to support our marketing and communications activities. The role involves managing website content, designing engaging promotional materials, and assisting with digital communications.

The ideal candidate will have experience using Canva, Mailchimp, and WordPress, with strong design skills and an eye for detail. Responsibilities will include updating website content, creating digital and print marketing materials, preparing email campaigns, and ensuring branding remains consistent across all platforms.

Reporting to the Head of Marketing & Communication this is a flexible, part-time role suited to someone who is confident working independently and enjoys creating engaging content that supports organisational goals. They will be expected to deliver work for services across SIL as directed by the Head of Marketing & Communication, and work closely with colleagues across the organisation when required.

Responsibilities

<u>Website</u>

- Develop and maintain the organisations website content as directed by the Head of Marketing & Communication, ensuring the information is current, up to date and to a high standard.
- Build links and relationships with other agencies and organisations to boost the organisation's profile.
- Ensure content complies with GDPR guidelines, organisational guiding principles and is visually in-keeping with branding.

In- house design

- Able to use creativity to produce attractive designs across multimedia for a range of materials, including adverts, brochures, and the organisation's yearbook.

Events

- The post holder will be required to support the Marketing team at SIL's annual general meeting.

Learning and Development

- Complete any mandatory training.
- Attend relevant training courses to support the role.
- To attend meetings and supervisions as requested and actively contribute to the marketing & communication service.

These duties may vary from time to time without alteration to the general character of the post or level of responsibility entailed. It is expected therefore that the post holder will undertake any other duties commensurate with the grading of the post and allocated by the Head of Service or, in their absence, the CEO.

This post is conditional to an Enhanced and Barring Service (DBS) Check.

The post holder must show clear commitment to SIL's guiding principles:

- Partnership
- Respect
- Innovation
- Diversity
- Equality
- Strength-based

PERSON SPECIFICATION

Criteria	Essential	Desirable	Evidenced by:
Education & Knowledge	• Evidence of a good general education including GCSE Mathematics and English above grade C or equivalent	• Marketing degree or similar qualification	Application Form and certificates
Skills	• Intermediate working knowledge of Microsoft Word, Excel and Outlook • Excellent communication skills both oral and written • Good organisational skills • Able to manage time effectively and work independently • Ability to work to deadlines		Application Form and certificate Presentation Application Form & Interview Application Form & Interview Application Form and Interview
Experience	• Managing website content and experienced in the use of WordPress • Experienced in use of Mailchimp and Canva	• Project management • Event management	Application Form & Interview Application Form & Interview
Personal	• Respect for others and acting with integrity are important values to you • Self–motivated; able to use initiative and still work collaboratively • Understanding the importance of being accountable for own performance and behaviour • Team Player • Friendly, tactful and calm • Have a valid driving licence		Application Form & Interview Application Form & Interview Application Form & Interview Application Form & Interview Application Form & Interview Application form/ID