



Department
for Work &
Pensions

KICKSTART SCHEME

DWP Bid Unique Identifier (DWP use only)

Job title Digital Marketing Administrator

Company name and AY Group Community Services CIC

Job summary (Outline of the job description including key responsibilities and detail of the skills the young person will develop and details of homeworking. Please provide as much detail as possible Please do not use bullet points)

An exciting opportunity has come up for a Digital Marketing Administrator to join our team as part of the Kickstart Programme.

For information on Kickstart please click here [Kickstart website](#)

The role of the Digital Marketing Administrator will support the effective delivery of AY Group digital marketing processes and campaigns; to achieve our financial targets. This role will help raise the profile of AY Group brand to drive leads and enquiries, supporting the sales programme for Home Owner Sales Services and New Build Sales.

You will support the day-to-day running of CRM systems, including updating development / property information, floor plans and imagery, as well as subscriber lists; ensuring compatibility and consistency between CRM and CMS systems.



Commitment:

The role requires at least 15 hours office support per week and to be able to attend office two to three times per week (arranged in advance). Also, a commit of at least three months. The normal office hours are 10 AM to 3 PM and you are required to bring their own lunch. Travel expenses (if any) must be agreed upon in advance with the CEO and will be paid at the end of the month. There may be the opportunity to attend other events or activities associated with the charity if wished. You will be expected to work within the ethos of AY Group Community Services CIC and have high standards of practice. The need to respect confidentiality is paramount, as is a responsible and flexible approach to the work.

Essential skills, experience and qualifications (please do not use bullet points)

- Ability to apply a good level of written communication skills to effectively communicate with a wide range of audiences across a number of digital channels with a focus on the end user.
- Logical and creative thinker with problem solving skills and ability to work independently and to take on responsibility.
- Ability to communicate effectively with both internal and external stakeholders.
- Ability to use own initiative with a thorough and organized approach to working.
- Possess a keen eye for design and copywriting skills with strong attention to detail.
- Good working knowledge of Microsoft Office package.

Job category (DWP use only)

Number of hours per week 25

Working pattern and contracted hours (including any shift patterns) 10-3



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Hourly rate of pay

£8.20

Details of employability support (training opportunities/mentor)

Week 1. Diagnostic assessment, other housekeeping Work skills introduction, to develop an awareness of the Job market.

Week 2. Employability, Goal - completing Portfolio with CV, Cover letter, application form etc.

Week 3. Assessment Management - An approach to self and money management is a vital aspect of employability plus reviews.

Week 4. Team working skills are extremely valuable in the workplace and are also transferable to other areas of life role play + reflection.

Week 5. Practical – Training & work placement, Universal job-match, and job search / interviews plus reviews.

Week 6. Interview skills- to develop thoroughness in preparation to gain a competitive advantage.

Week 7. one to one Mentoring support. Actively seeking employment Candidates will update CVs, complete application form and interview techniques. The second review of progress towards targets.

Week 8 -10. Interview skills Candidates to partake in role plays (interview & Mock interviews). The focus is for the candidate to develop a thoroughness of approach to their conduct and interaction with the interviews.

Week 11 – 12. Employment preparation & Support Job-ready candidates who have not yet secured employment are matched to vacancies with our partner companies.

Post support. Ongoing mentoring for those in work to help them to retain work for at least 13 weeks.

Benefits:

You will receive a full induction into AY Group Community Services CIC and training relevant to the role.

Gain experience in a third sector organisation

Develop transferable skills or enhance your existing skills

Continued support with your professional development from AY Group Community Services CIC staff members and trustees

Providing real opportunity for those hardest to reach and place back into work

Providing opportunities through local organisations, partners and community involvement.

Closing date for applications

Using the table on the next page please provide details for each Job by location.



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Employer Job reference (where applicable) 12 Character s Max	Job location and address including post code. (Homeworking - specify if there will be a requirement to attend a different work location and its address/postcode)	Contact details for the Job: Name (required) Email address (required) Telephone (optional)	How to apply for the Job. Provide a method and an: Email address or Website address or Telephone number	Number of Jobs at location	Maximum number of referrals per Job	Is public transport available ? Yes/ No/ Don't know	Anticipated start date/s (if known)
AYCIC 004	Peabody Hall, Fulham Estate, Lillie Road, London, England, SW 6 1UH (Both option - Work from office / Work from home)	Danny Barnes - CEO danny@ay-group.org 02073818502	Iram Rafiq – HR Director hr@ay-group.org 07541184950	1	4	Yes	Asap