

**Marketing Assistant (Kickstart) - Development Team**

**Reporting to:** **Development Director**

**Main Purpose:** To support the Development Team with research and administration tasks.

**You will work with:** Development Director**,** Employment Manager, Project Assistant, participants and where appropriate, employers and the wider CareTrade team.

**CareTrade has a passionate belief** ‘that employment is the biggest single factor that will transform the life of an autistic person.’ **And our vision is** ‘a world that embraces neurodiversity where all autistic people can lead purposeful, working lives’

**To deliver this our purpose is to…**

* Change perceptions of neurodiversity
* Achieve employment opportunities and outcomes for autistic jobseekers
* Raise aspirations and employment skills of autistic people through innovative and person centred projects
* Engage employers to embrace neurodiversity in their workforces.

**Background:** CareTrade was founded in 2009 by Katharine Dore OBE and Karen Edwards, parents of autistic sons and vice presidents of Ambitious about Autism. The staff team is highly experienced in supporting autistic adults into the work place.

The focus of CareTrade’s work is to support autistic Londoners to transition successfully into employment and to equip them to lead more independent lives. Our employment projects consist of a combination of real-life work placements, classroom learning and one to one support. Over the past 10 years we have delivered over 350 opportunities and we continue to develop innovative projects to raise awareness amongst employers and give autistic job seekers the tools needed to access employment.

**Our ambition is to enable all young Londoners that want to work to be in work.**

This is a great opportunity for an enthusiastic person to join our friendly and supportive team and train with us in our organisation.

The Government “Kickstart” scheme aims to tackle youth unemployment through a commitment to subsidise six months of wages for 16-24 year olds with limited skills/ experience who would otherwise struggle to get into employment.
CareTrade are very keen to support young people in our local area. We are seeking applications from people who would be interested in working for us under the Kickstart scheme. **We especially seek applications from people who are Neurodivergent (such as Autistic Spectrum Conditions, ADHD, Dyslexia, Dyspraxia etc).**

**25 hours a week, Kickstart Scheme – some flexibility (Mon to Thurs or Mon to Fri) for a period of 6 months.**

**Vacancy description:**

**The Marketing Assistant role is within our Development Team, which is a dynamic group at the heart of CareTrade.** The Development Team are responsible for:-

* Widening our employer partnerships
* Delivering autism training to employers
* Raising our profile - managing our news and social media
* Providing In Work Support
* Developing and running new projects, particularly for those over the age of 25
* Making grant applications to support the above
* Building our fundraising capacity

**It will be your job to assist the Development Team by;**

The Marketing Assistant will assist CareTrade’s Development Director to:

* Look at CareTrade’s current marketing and prepare a marketing strategy to enable CareTrade to increase their presence on social media and promote the activities they offer.
* Develop and design marketing materials.
* Research options for training platforms and online training tools.
* Set up and run Hoot Suit to allow for cross platform communications on social media.
* ensure the website and social media is up to date, well-structured and covers all necessary topics and supports the wider aim of increasing the awareness and visibility of the charity.
* create engaging and informative content for users.
* Using databases and collating data

**Skills:**

* Time management and organisational abilities
* Strong analytical approach and attention to detail
* A flexible approach to their work
* Marking experience/ Marketing Degree graduate.
* Good working knowledge of social media
* Previous experience of working in this field (desirable)

**Personal qualities:**

* Positive attitude
* Enthusiasm for CareTrade’s work and beliefs
* Reliable
* Committed
* Keen to learn new skills

**Desired qualifications:**

Degree level qualification or relevant level 5/6 equivalent

**General Responsibilities:**

1. Observe the strictest confidentiality and security of information
2. Safeguard and promote the welfare of clients
3. Promote a positive image of autism
4. Co-operate with all CareTrade staff in maintaining good relationships with outside agencies and the general public in order to promote the charity and win increased support for its work
5. Co-operate with all CareTrade and Project staff in maintaining harmonious inter-personal relationships.  Ensure that your conduct within and outside of your work place does not conflict with professional expectations
6. Attend staff meetings and participate in staff development as required
7. Be aware of and observe Fire and Health and Safety Regulations at the workplace
8. Ensure the respect, dignity and rights to privacy of both students and staff as far as possible
9. Carry out any duties as are within the scope, spirit and purpose of the job and the title of the post, as required by your Line Manager or his/her next higher level of authority.

***The job description reflects the present requirements of the post .****You will be expected to carry out other activities that are within the scope of the role. As duties and responsibilities change and develop the job description will be reviewed and be subject to amendment in consultation with the post holder.*

**Working conditions of this post are indicated below:-**

**Place of work:** You will be both home-based and based in the CareTrade Office in St George’s Circus, SE1 6FE (near Elephant and Castle). Occasional travel to other locations.

**Travel:** Possible occasional travel to other locations within London

**Hours: It is a part time post**. 25hrs a week. This can be worked 5 hrs a day Monday to Friday (ie 9am-3pm allowing an hour for lunch) or 6 ¼ hrs a day Monday to Thursday (ie 9am-4pm allowing 45 minutes for lunch). Candidates must be willing to be a little flexible to facilitate meetings and occasional presentations into the early evening? Time may be taken in lieu for unsocial hours worked.

**Remuneration:** **This role is part time (25hrs a week) and this equates to £14,270 - £ 15,340 per annum. (**£ 21,400 – £ 23,000 pro ratabased on a 37.5hr working week) including ILW dependent upon experience) CareTrade is a Living Wage Employer. Pension cover will be deducted as per government auto enrolment

**Annual Leave: 25 days per annum pro rata plus Bank Holidays.** All holiday must be taken in consultation with CareTrade’s Development Director.

**Working Environment:** Office, classrooms and home based

**Other Significant Factors:** A professional and flexible approach is required in order to maintain and enhance the reputation of the project and of all the partner organisations of CareTrade.

**Confidentiality:** All staff are required to maintain confidentiality for CareTrade Charitable Trust and other partner organisations, their staff and their work. The nature of the work entrusts people with confidential information about clients/service users, their families and staff within CareTrade and partner organisations. Any breach of this confidentiality will constitute gross misconduct.

**We are committed to safeguarding and promoting the welfare of all young people who use our services and as such expect all staff and volunteers to share this commitment.** All staff must provide a current, adequate and relevant DBS Certificate or be willing for CareTrade to process a new enhanced DBS application. All staff must have a satisfactory enhanced DBS check (formerly CRB check) prior to starting

**Future prospects:**

We believe that by working in our organisation you will be given the opportunity to develop the knowledge, skills and experience that will allow you to be successfully employed in the future. We will be able to offer training and employment mentoring support to develop your skills.

**Things to consider:**

* You need to be prepared to work hard and support the team.
* We work with vulnerable adults and a DBS check is required.
* Training Provided
* CareTrade is a Living Wage employer
* Some flexibility on days worked

If you are interested in this exciting opportunity or would like some more information please email your CV to **our Development Director**, Judith.kerem@caretradeuk.org