



Organisation: Living Paintings

Job Title: Communications and Marketing Assistant

Hours: 35 hours a week (part-time also considered)

Salary: c.24k per annum (pro-rata if employed on a part-time basis)

Location: Hybrid working with at least one day per week at our offices in Kingsclere, Newbury

Responsible to: Head of Communications and Marketing

About Living Paintings

We are the national charity on a mission to ensure every blind or visually impaired child in the UK has equal access to the visual world of pictures, books and learning.

From adapting the worlds' best-loved picture books into accessible formats that can be enjoyed and explored through touch and sound, to developing resources designed to inspire, educate and entertain. Everything we produce is available to borrow for free from our postal library, giving thousands of blind children and young people the visual world at their fingertips.

It's an exciting time to join our charity. We may be small, but we pack a punch! In the last year, we have experienced incredible growth, doubling our library membership and increasing awareness of the unique work that we do. We are now looking to the future, with new projects on the horizon that will take our brand and impact to the next level.

For more information, visit our website livingpaintings.org or check us out on Instagram [@livingpaintingscharity](https://www.instagram.com/livingpaintingscharity)

About the role

This is a new role within the charity to support the Head of Communications and Marketing with projects that will increase our awareness, income and impact. This will include developing cross-channel content, growing engagement across social media, and supporting in the planning and implementation of publicity and fundraising campaigns.

About you

If you're a creative thinker with a talent for writing compelling copy and producing engaging social media content, then this role might just be for you! We're looking for a social-savvy, digital native to help us tell our brand story to a range of new and existing audiences; members, supporters, trusts and foundations, and influencers.

We are an inclusive employer, and particularly welcome applications from people with disabilities and members of the Black, Asian, Minoritised Ethnic backgrounds and LGBTQ+ communities.

Job overview

Key responsibilities:

- Provide day-to-day marketing and comms support to the wider organisation alongside the Head of Communications.
- Support the Head of Comms in the development and implementation of campaign and communication plans.
- Manage the social media calendar, including sourcing and creating content, across all platforms – in line with our annual communications plan.
- Under the guidance of the Head of Comms, take responsibility for the growth of our social channels (with a particular focus on engagement). This includes exploring new channels and experimenting with new styles of content.
- Develop written content for our website, including – where appropriate – interviewing members and supporters to tell their story.
- Support in producing printed materials from development to fulfilment (ie: leaflets, hard copy mailings, invitations)
- Support in liaising with external suppliers and partners, including but not limited to, influencers, celebrities, designers, writers and journalists.
- Support the Head of Comms in the development of email content, including content for member newsletters, supporter campaigns and updates from Living Paintings.
- Work closely with members of the Fundraising, Library and Publishing teams to ensure key news and messages from across the organisation are being communicated effectively and engagingly.
- Support the Head of Comms in press and PR activities, including story research and journalist outreach.
- Support the wider team in the planning and execution of events, with specific responsibility for marketing, communications and content gathering.

Person specification

Please note, that the below is for guidance only. If you don't meet all the requirements, please don't be put off applying!

- Experience curating, developing and producing written and multimedia content that will engage and excite
- Social-savvy with experience in managing content and growth across multiple channels
- A good eye for design, with experience of video and photo editing
- Experience using a range of digital communications channels and tools, and comfortable with content management systems (we use WordPress), email management software (we use Campaign Monitor), and social publishing tools (we use Hootsuite).
- Excellent written abilities, with an understanding of what makes engaging copy for different audiences, channels and functions
- Excellent interpersonal and communication skills, including the ability to build and maintain relationships with internal and external stakeholders and supporters

- Excellent administration skills and attention to detail
- The ability to bring creativity, enthusiasm and fresh ideas to our work. As a small charity, this is vital as we experiment with new ideas!
- The ability to get to our Kingsclere HQ – our office is quite rural and doesn't have the best public transport links!
- The ability to work flexibly, to meet the needs of the organisation when required.

How to apply

To apply, please send a covering letter and CV to Nick Ford, Head of Communications and Marketing at nickf@livingpaintings.org

If you would like an informal chat about the role before applying, please also feel free to get in touch via email and we can arrange a time to chat.