

Job Description

Job Title:	Administrator with responsibility for Communications & Social Media
Reports to:	Support Services Team Leader
Salary Scale:	NJC Scale 4, 7-11 (£19,554 - £21,166 pro rata)
Hours:	20 hours per week <u>minimum</u>
Location:	Newry SureStart
Tenure:	March 2023 initially but may be extended subject to funding.
Allowances:	Travel Expenses will be paid according to Early Years – the organisation for young children rates and guidance.

Job Purpose

To promote and develop high quality, evidence-informed early childhood services for young children, their families and communities, working to ensure children are:

- Strong, competent and visible in their communities
- Physically and emotionally healthy
- Eager and able to learn
- Respectful of difference
- Grow up in a peaceful, prosperous and shared region

Guided by our values:

- Childhood - in its own right
- Listening to children – and those who care for them
- A strong voice for children
- Play, fun and creativity

- Parents as first educators
- Participation of children and families
- Community involvement and development
- Partnership
- Inclusion and diversity

- Excellence and evidence-based innovation
- Effective stewardship and governance
- A professional, committed and recognised workforce
- Valuing staff, members and their commitment

Working ethically is intrinsic in all that we do:

We endeavour to work fairly, with honesty and transparency; everything we do has to stand the test of public scrutiny. We should be caring and responsible for our actions, show respect for our colleagues, and always work for the benefit of the communities we serve, spaces we inhabit and culture we create.

Responsibilities:

- Be responsible for creating original text and video content, managing online posts and responding to followers across all social media channels.
- Manage the project image in a cohesive way to achieve our marketing goals.
- Write and publish online content via Newry Sure Start website (internal and external), social media and email marketing platform.
- Generate new ideas and features for Newry Sure Start digital channels including website, e-learning, social media and internal platforms and develop new media channels as appropriate.
- Develop a general marketing and communication strategy and contribute to the production of relevant, timely and creative content for a range of media.
- Write and produce a wide range of print and online promotional materials, newsletters, leaflets, ezine, mail chimp both in house and by liaising with corporate designers.
- Take the lead on providing a creative design service for social media graphics and day-to-day promotional materials, collaborate and assist teams to ensure brand consistency and promote their services with a view to increasing user uptake..
- You should have an excellent knowledge of excel and a proven ability to produce reports, collate, interpretive, and analyse data.
- You will work closely with the Project Manager and Team Leads to interpret client uptake and produce report cards.
- You should have excellent communication skills and be able to express our company's views, mission statement and values creatively.
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news).
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews.
- Oversee all social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout).
- Identify and implement new features to develop brand awareness, such as promotions and competitions.
- Stay up-to-date with current technologies and trends in social media, design tools and applications.
- Work closely with Support Service Administration Team to update and input data on members database, run reports
- Act as first point of contact for all project enquiries. ▪ Telephone duties – receive and relay oral and written messages.
- Review and update current filing system – both paper and computerised to enable easy retrieval of materials.

- Organising meetings and Minute taking when required
- To represent Early Years and SureStart as agreed with the Project Manager.
- To be committed to own and employees' personal development and growth.
- To provide the appropriate service and to treat all stakeholders in a courteous and respectful manner.
- To carry out all duties in compliance with Early Years Health and Safety Policy and Statutory requirements.
- To adhere to Early Years Equal Opportunities Policy throughout the course of employment.
- To adhere to Early Years Confidentiality Policy.
- To adhere to Early Years Child Protection Policy and Procedures.
- To maintain the high standards of personal accountability to ensure the ongoing confidence of the public in the staff of Early Years.
- To adhere to Early Years values and behaviours in all aspects of employment.
- Be available for planning, review, support and appraisal meetings and any relevant training and staff development as required.

The duties and responsibilities outlined in this job description are not meant to be definitive nor restrictive and may be modified to meet changing needs. It should be noted therefore that duties, designation and location of the post might be subject to change in the future to meet the changing requirements of the service.