



Contract Role: Marketing Virtual Assistant

Reporting to: Marketing Manager

Contract hours per week: 14 hours / 2 days

Hourly rate: £20/hour

Contract Duration: subject to quarterly contract review

Location: Home working with occasional travel to / from London

Company Overview: Women into Construction

Women into Construction's mission is to Change the Face of Construction. Women into Construction (WiC) provides bespoke support to women wishing to work in the construction industry and assists contractors in recruiting, retaining and progressing female talent, helping to reduce skills gaps and create a more gender-equal workforce.

Person Specification

We are seeking a self-employed virtual marketing assistant to help us deliver day to day marketing activities. We are looking to work with someone who is experienced in delivering multi-channel communications, is a creative thinker, has attention to detail, and has good organisational skills. Experience producing social media imagery and using WordPress and Canva is essential.

This is a flexible, part time role up to 14 hours per week – specific days / hours will be agreed in line with your personal requirements / availability and those of WiC on a weekly basis.

Contract Description

The successful candidate will work on activities including:

- **Website**
 - Using WordPress to keep our website updated, including;
 - Resizing and uploading logos and linking them to our member organisation websites
 - Creating latest news posts
 - Creating and publishing case studies
 - Keeping our events and programmes pages updated
- **Social Media**
 - Posting according to a social media content calendar
 - Running paid for campaigns, as required
 - Moderating and highlighting key posts to WiC Team across all social media channels
 - Creation of correctly sized images across all channels
 - Engaging with the WiC team members to create and review content appropriate for each channel
 - Interacting with WiC Member posts across channels
 - Updating a central log with all programme related posts
- **Events**
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- Help with collateral production and event organisation of any proprietary events outside of employment programmes
- Email communications
 - Creating Mailchimp emails against an agreed schedule and content plan and delivery of stats
- Women's Employment Programmes
 - Supporting our team of Project Managers to promote employment programmes to women, including;
 - Creating on and offline material
 - Support in the creation of any required presentations
 - Recruitment Programmes – including targeted social campaigns
- WiC Membership
 - Supporting the membership onboarding – website updated, initial posts
 - Supporting the creation and sending via Mailchimp of Members newsletters and other communications.

Application

To apply, please send your CV, cover letter with links that showcase your work to info@women-into-construction.org

Shortlisted candidates will then be invited to interview.

Closing date for submissions: 28th July 2023