Job Description

Content Creator / Comms Assistant

Employer:	Aylesham Community Trust (ACT)
Salary (FTE):	15 hours per week (0.4 FTE) £10,491 per annum (FTE salary £26,228)
Contract:	Permanent
Hours:	2 day per week (15 hours)
Location:	Aylesham Community Trust, The Old School, Ackholt Road, Aylesham, Kent CT3 3AJ
Reporting to:	Chief Executive Officer
Responsible for:	N/A

Job Purpose:

To help tell ACT's story by creating engaging and accessible content that raises awareness of the charity, celebrates community achievements, promotes opportunities and demonstrates the impact of our work

Background*:*

This is an exciting opportunity to join Aylesham Community Trust (ACT) at a time of significant growth and development.

Working closely with the CEO and wider staff team, the postholder will be responsible for developing and sharing high-quality content across ACT's communication channels including the website, newsletters, social media platforms, press releases and promotional materials.

The role will support the CEO in ensuring that ACT's identity, values, strategic ambitions and community impact are communicated clearly and consistently across all activities.

This role will work across all areas of the organisation including; Community services and projects; Heritage and cultural programmes; Training and employment initiatives; Community events and activities; Business and venue hire services; Fundraising and development opportunities and our other Partnership activities.

The successful candidate will enjoy meeting people, gathering stories, creating engaging content and helping a busy and ambitious charity communicate more effectively with its communities and stakeholders.



AYLESHAM COMMUNITY TRUST

Main Duties and Responsibilities

Content Development

- Create engaging written, visual and digital content for ACT communication channels.
- Produce website content, news stories, promotional articles and case studies.
- Develop regular social media content plans and campaigns
- Create and edit photographs, graphics and short video content.
- Gather and share stories demonstrating the impact of ACT's work.

Website and Digital Communications

- Maintain and regularly update website content.
- Ensure information published online remains accurate and current.

Social Media Management

- Support the team to manage ACT's social media presence.
- Schedule and publish content across relevant platforms.
- Monitor engagement and respond appropriately where required.

Marketing and Promotion

- Support the CEO to develop promotional materials and marketing campaigns.
- Produce email communications including our weekly Update and quarterly Members Newsletter

Community Engagement

- Attend events, projects and activities to gather content.
- Develop positive relationships with participants, volunteers, partners and staff.
- Promote success stories and community achievements.

Strategic Communications Support

- Support organisational campaigns and strategic priorities.
- Contribute ideas to improve ACT communications and public profile.



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Person Specification

Requirements	Essential	Desirable
Strong written communication skills	✓	
Ability to write engaging and accessible content	✓	
Experience managing social media accounts	✓	
Experience creating content for websites and newsletters	✓	
Experience using Canva or similar design software	✓	
Photography and video content creation skills	✓	
Strong IT skills including Microsoft Office	✓	
Excellent organisation and time management	✓	
Ability to work independently	✓	
Ability to build positive relationships with a wide range of people	✓	
Understanding of community engagement and communications	✓	
Experience of working within a charity or community organisation		✓
Knowledge of website content management systems		✓
Experience using analytics and social media insights		✓
Understanding of marketing and branding principles		✓
Experience writing press releases or working with media		✓
Knowledge of Aylesham and the Kent Coalfield communities		✓

Working Arrangements

The postholder will be based primarily at Aylesham Community Trust, Aylesham Old School, Ackholt Road, Aylesham, supporting project activities delivered both on-site and within the local community. The role involves regular face-to-face contact with staff, volunteers, participants and visitors.



The postholder may occasionally be needed to attend project activities and events at partner venues in order to support other team members. Some evening and weekend working may be required to support project delivery. A flexible approach to occasional out of hours working will be essential.

The postholder will be expected to work in accordance with ACT's policies relating to safeguarding, health and safety, equality, confidentiality and data protection.

Aylesham Community Trust is committed to equality, diversity and inclusion and welcomes applications from all sections of the community.

Other

There is free on-site parking

Full Time Equivalent Holiday Entitlement is 25 days per year (or pro-rata equivalent for part-time roles) plus Bank holidays

Pension Scheme

ACT is a Real Living Wage Employer



About ACT

Who we are

Aylesham Community Trust (ACT) is your local charity at the heart of the rapidly growing village of Aylesham in Kent's historic coalfields. Since 1995, we've been here for our community, providing training opportunities, employment support, and essential community services.

As a registered charity, we reinvest all income from our facility rentals directly back into supporting local people and community groups across Aylesham and the wider Kent Coalfields area. Everything we do is about making life better for the people who live here.

In 2023, our Trustees agreed on an ambitious programme of growth and change. Working with trusted partners, our plans will help unlock new types of support and opportunities for the people of Aylesham, the surrounding areas and the wider Kent Coalfield.

Charitable Aim

For the benefit of persons in the Aylesham and rural district to provide or assist in the provision of facilities for the advancement of education and for recreation and leisure time occupation with the object of improving the conditions of life of the said persons

Vision Statement

Our Vision is that all residents of Aylesham and surrounding rural areas can reach their full potential and enjoy a good quality of life

Mission Statement

Our mission is to develop, provide and support initiatives that increase skills through training, encourage employment opportunities including self-employment, and support local community groups and activities.



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Values

We are a member of Association of Camerados which is an international community and movement that encourages human connection by creating no agenda spaces. We share the same values and see our Main building as one giant Public Living Room[1].

We are inclusive. We welcome and value people from all walks of life and encourage people to mix with those who are different to yourself

Respectful dialogue. We embrace difference and encourage open and respectful dialogue. It's okay to disagree if we do it respectfully.

No fixing. Good Camerados lie somewhere in-between being a friend and a stranger. We are not here to "fix" people but offer support by being present and sometimes alongside.

Empowering by helping each other. We believe everyone has something to offer, especially if they are experiencing tough times. We love it when people offer us help by being alongside us.

Keeping it human. People always come first. Even when we are sometimes being a bit rubbish or silly.

[1] https://camerados.org/

