

ELEVATED MINDS CIC

# Marketing Assistant (Volunteer)

JD

**Company:** Elevated Minds CIC  
**Title:** Marketing Assistant  
**Location(s):** South London / Remote Working  
**Contact Manager:** Muneerah Dubidat – Admin & Events Manager  
**Hours:** 3 – 4 hours per week. Days and times flexible  
**Period:** 3 – 6 months  
**Closing Date:** 22<sup>nd</sup> March 2024

## Company Introduction:

Elevated Minds is a Community Interest Company established in April 2019, based in Southwark, London and also Birmingham. Our aim is to tackle the disproportionate levels of Black and Minority Ethnic children, who are suspended from mainstream education, or have a low attendance level, by facilitating and delivering early-intervention services including accredited programmes. We deliver this work in schools and educational establishments across London and Birmingham where the suspension is greatest.

## What We Are Looking For:

We are currently seeking a creative and self-motivated individual, with a natural flair and good attention to detail, to help us grow our online presence across multiple social media platforms. This is a flexible position which makes it a fantastic opportunity for individuals who want to build their portfolio / enhance their professional marketing career whilst balancing other commitments.

As a Marketing Assistant, you will be responsible for supporting the creation and implementation of our social media strategy, creating engaging social media content that aligns with our objectives and exploring new ways to increase our brand awareness.

You will have the opportunity to work within a passionate and supportive team, who are committed to making a difference in the lives of the young people that we work with. Elevated Minds CIC strives to equip, empower, raise aspirations and ultimately, support young people and their families to identify their true purpose. We would love for you to join us on our journey.

The role of the Marketing Assistant is subject to an enhanced DBS check.

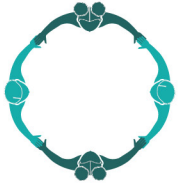
## Responsibilities:

- Support the creation and implementation of our social media strategy
- Curate and support our online presence, producing brand-aligned content for company social media platforms (Instagram, X (Twitter), LinkedIn, YouTube and Facebook) and website
- Contribute to the creation and distribution of the company newsletter

**EMAIL:** [info@elevatedmindscoaching.com](mailto:info@elevatedmindscoaching.com) | **WEBSITE:** [www.elevatedmindscoaching.com](http://www.elevatedmindscoaching.com)

 [@elevatedminds\\_cic](https://www.instagram.com/elevatedminds_cic)  [Doreen Sinclair McCollin](https://www.linkedin.com/company/elevatedminds_cic)  [@ElevatedMinds\\_C](https://twitter.com/ElevatedMinds_C)  [Doreen Sinclair McCollin](https://www.facebook.com/elevatedminds_cic)

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- Create, launch and oversee campaigns on Facebook and other supporting sites, to maximise reach and engagement on social media
- Monitor, track and analyse the performance of social media posts and campaigns
- Research and evaluate the latest social media trends and find new ways to increase brand awareness
- Identify and analyse competitors
- Provide team support to ensure that marketing activity runs smoothly across the organisation

## Essential Skills and Competencies:

- Experience of creating, uploading and managing social media platforms
- Good copywriting and editing skills
- Competent using Canva or other visual creation programmes
- Knowledge and understanding of algorithms and search engine optimisation
- Excellent communication skills
- Ability to work well independently, as well as in a team
- Excellent organisation and the ability to prioritise workload
- Good attention to detail
- Creativity
- Ability to work to deadlines

## Benefits and Training:

- Company training and events
- Quality industry experience
- Skills to enhance your CV
- Volunteer coaching programme
- Expenses reimbursed within budget
- Flexible schedule

## Key Dates for The Diary:

Application closing date: Friday 22<sup>nd</sup> March 2024

Interview date: Monday 29<sup>th</sup> April 2024 (online)

Start date: w/c 27<sup>th</sup> May 2024

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