

**Role Title: Digital Marketing Assistant**

**Location: Flexible between Kings Heath premises and homeworking**

**A Natural Undertaking, 290 Vicarage Rd, Kings Heath, B14 7NH**

A Natural Undertaking is a modern and independent Funeral Director based in Kings Heath in Birmingham. We're a small team but are growing rapidly.

**Salary: Part time - £23,500 pro-rata, 3 days per week**

**Working Hours:**

We are looking at someone who will work 24 hours per week. We're open to discussions as to how this might be fulfilled.

25 days annual leave pro-rata

**Purpose of Role:**

We started A Natural Undertaking to help people understand what they can do, and to support them in their choices, at one of the most difficult times in their lives.

Ours is a business that likes to say 'yes', that is open to new ideas and ways of doing things, but that equally understands the comfort of ritual at a time when someone dies. Helping people understand what is important, and encouraging them to do what's right and natural for them in an open and transparent way is core to the way we work.

We've built a fabulous reputation for service and empowerment with the families we've supported to date: now we need to share the experiences and creativity more often and more widely, so that more people can benefit from our experience and support.

This new role within the business will help us to do just that. By helping to manage our communications plan, developing digital assets and by updating the website and social channels with content and information, as well as helping to create beautiful bespoke orders of service for families, you will help us to spread information and messages faster than we have been able to so far.

A real 'doing' role, it is one which will enable you to bring your creativity to the fore in many different ways.

**Reports to:** The Directors

**Reportees:** May be required to brief external contractors on occasion

**What we need you to do / main duties:**

- Be yourself – a lovely, caring thoughtful human being – no corporate automatons here thank you!
- Working with the directors, compile and manage the communications plan

- Manage regular updates in content and functionality to the website and social media channels as briefed and agreed with the directors
- Design beautiful and individual order of service booklets for families and their funerals
- Research and incorporate key words, hashtags and connections with other organisations and social profiles to enable content to reach the right places and have maximum impact.
- Create still and video content to go with the blogs and stories, written by you and the directors
- Ensure consistent brand tone of voice and communication across touchpoints.
- Report back on the effectiveness of the communication plan and input into continued strategy for communication
- Develop marketing collateral and continued update of Brand Guidelines.
- Write regular applications for awards to promote our business
- Help prepare for and attend events which will promote the business and inspire and educate consumers about funerals
- Ensure all communication goes out in the right tone of voice and adheres to all brand guidelines and standards to achieve a consistency of experience across all touchpoints

As part of a small team and a growing business you will also be involved in general administrative tasks and getting involved in other projects as necessary eg your assistance at funerals may be required occasionally.

#### **Training:**

- Full training will be provided in relation to understanding of the funeral business and business specific tools. It is important therefore that you feel comfortable working in a business that deals with and discusses death.
- There will be a 6 month induction and probationary review period

#### **We're looking for someone who:**

- Shares the ethos and values of A Natural Undertaking
- Cares passionately about providing people with the things they need at a difficult point in their lives, showing clear evidence of emotional intelligence
- Has an excellent level of written English as well as a keen eye for detail and design
- Is an excellent team player – can work confidently and collaboratively within a small team and equally can work autonomously where needed
- Is incredibly well organised and has a flexible approach to the work that needs doing
- Can communicate empathetically and clearly with the families who come to us when required

#### **Relevant Experience / Skills**

- Previous experience in a similar role

- Experience with Adobe InDesign and /or Photoshop (essential)
- Experience working with wordpress and clear knowledge of SEO requirements
- Basic HTML knowledge would be useful
- Be flexible in your approach – we're a small business, adapting plans and actions is what helps us grow.
- Experience managing social media channels (Facebook, Twitter, Instagram)
- Google analytics experience desirable

This role is ideal for someone with the above skills and who wishes to work flexibly, in a small but growing team, whilst also providing incredible support to their community.

This role profile is not exhaustive. It will be subject to periodic review and may be amended to meet the changing needs of the business. The post holder will be expected to participate in this process and A Natural Undertaking would aim to reach agreement to the changes.

Any questions contact Fran or Carrie on [info@anaturalundertaking.co.uk](mailto:info@anaturalundertaking.co.uk) or call 0121 444 0437