

bright sparks

Junior Marketing Executive – Kickstart Scheme

Job Information Pack

Hi,

Thank you for your interest in our role.

Brightsparks is a full service creative agency specialising in behaviour change for social good.

Our values

We believe in the power of purpose-focused organisations as a force to bring about positive change for people and society.

That's why we exclusively work with social purpose organisations to help them achieve their goals.

We are looking for candidates who share our core company values including;

- **Ambitious** - the more organisations we work with, the more people we can help, the greater our social impact is.
- **Nurturing** - our staff and clients so that they have the skills, resources and support they need to achieve their goals
- **Expectations** - we expect our staff to articulate ideas and solutions to the challenges and opportunities we face.
- **Right attitude** - We want to work with people with growth mindsets and 'can do' attitudes.
- **Autonomy** - people that take responsibility for their work and are not afraid to work and learn independently to solve problems, who take positive risks and bring about change
- **Coachable** - Our people can take and give direction and feedback to improve their own performance.
- **Big picture thinkers** - Are reflective of their own actions and can put the best interests of the company first.
- **Communicate with honesty and transparency.**

Our Approach

Market-leading Tools and Systems

We believe that social purpose organisations should be able to benefit from the same tools and systems used by Silicon Valley corporations. We use market-leading no-code and low-code products to provide future-proof, high quality solutions to help you achieve your aims.

Understanding How People Think

All our work is underpinned by evidence-based behavioural psychology. We use this psychology (known as Behavioural Science) to create campaigns, brands, systems and services that will reach and engage your target audiences, and nudge them towards behaviour change our clients want to achieve.

Living our Values

We reinvest our resources from Brightsparks Agency into our sister community interest company, Brightsparks CIC, so we can make even more of a difference.

How we work with our clients

We're Part of our Clients' Teams

We work collaboratively with our clients as an extension of their teams, supporting them to achieve their aims. They can count on us.

We get started as quickly as possible.

We know that the quicker we get up and running with a project, the quicker we can start making a difference to our client, and their service users. Our team all work at Brightsparks to make a difference, so you can guarantee we're very quick off the starting blocks.

Data is King.

We use data to guide decision making, not opinion.

We're passionate.

We only take on projects where we know we have the knowledge and expertise to deliver great outcomes. Equally, we only do projects that we're passionate about and where we can see how our work will have a positive social impact. Otherwise, what's the point?

We're honest.

If we think something's not going to work or we need to change approach, we say so. Even if it costs us money or involves us admitting we got it wrong. Brightsparks exists to make a positive difference and that always comes first.

Our Services

We have a huge toolkit of services, systems and approaches we can draw on to create a custom solution to achieve our client's aims. Our brilliant team work with our clients to understand what they want to achieve, and design a solution that will meet (or exceed) their objectives. Our services include: campaigns, strategy, creative, and digital.

Brightsparks Training CIC

Brightsparks has a sister organisation called Brightsparks CIC.

About BrightSparks Training CIC

BrightSparks is a Community Interest Company based in York. We are all about adding value and helping people to move on and move up in life. We believe in a fairer society where everyone can succeed and improve their lives. Our talented team of professionals are committed to helping people and families, particularly those that need it the most, to improve their lives and prosper.

We work with people to:

- Understand their strengths and how to use them;
- Improve their knowledge and skills so they know how to improve their own situation, as well as help their families and communities; and
- Improve their financial situation.

We provide:

- A wide range of learning and development courses that can be tailored to both professional and entry level learners, delivered by friendly, experienced and approachable tutors who all have extensive training and practice backgrounds in their respective fields / topics.
- We also have a learning and development academy called Brightsparks Academy that support people to gain the skills and knowledge they need to find employment.

Our programmes

The majority of our programmes are based around supporting (either directly or indirectly) children, young people and families. As such our programmes include:

- Positive Futures Parenting Support Course (e-learning and offline)
- Emotional Resilience (e-learning and offline)
- Understanding trauma and attachment in children and young people
- Brightsparks Academy - A trainee programme that supports people to learn work based skills so they are better able to access employment.

What our staff say about working at Brightsparks Agency:

"I felt like part of the team even before I formally started working at Brightsparks - It's such a friendly and supportive environment where we're challenged to do our best every day but have a lot of fun whilst doing so! No two days are the same and I can honestly say that I genuinely enjoy every aspect of my role here."

"Honestly, I just really love working here! Not only are we a creative, solution orientated agency, but the work we do actually makes a difference to people's lives. I have ADHD and when I told Sian and Lizzie that I would be starting to take medication not long after starting to work here, they were both supportive and understanding. It seems like such a natural thing to accept people for different ways of thinking and processing information, but unfortunately that isn't always the case. Lots of companies throw buzzwords around nowadays like 'Empowering' and 'Inclusive' but at Brightsparks these aren't just 21st century boxes to tick - these are things that are instilled every day by the warmth and level of care the management team has for our work, our clients and us!"

"Leonie, Andy and Sian are the most approachable Senior Management team I have ever had the pleasure working for. As a result of that I come to work every day wanting to do the best possible work I can. The passion you all feel for what we do and can do for our clients make me so proud to say that I work for Brightsparks. Every day I come to work knowing that you are all available if I need help with anything and you all have a unique skill of keeping an eye on projects ready to give advice and help where it is needed which is both reassuring and helpful."

"With the above in mind, Lizzie is absolutely amazing! In our weekly meetings she reiterates Brightsparks rocks, clearly and concisely shares her expectations of the team for the week ahead and the rocks she has put in place for us and takes time to walk through our individual rocks that we have set for ourselves. In 10 years of meetings I have never felt as organised as I do when I leave our Monday Meeting. It is a great way to start the week as a team making sure we are all working towards the same goal and thanks to Lizzie's management style, it's a fantastic and comfortable open forum for questions and ideas."

"Not long after I started working at Brightsparks, a policy was put in place for carers. I live with my mum and dad because my dad has Alzheimer's and aphasia, he is also currently being assessed to see if he has ALS. Mum is the primary caregiver, and I live with them to support her when she needs respite. Having a family member with Alzheimers is emotionally and physically taxing and the fact that I work for a company that took the time to discuss and form a policy around care for carers is both forward thinking and inclusive."

"Working for Brightsparks is an absolute pleasure. The team are welcoming and friendly, the working environment is inclusive and flexible, and you are always made to feel like a valued team member with something to contribute."

In my role as a Junior Marketing Executive, I am happy to have gained many valuable skills and worked on some very exciting projects in such a short space of time.

"As an employer, their approach is fit for a 21st-century organisation, offering a humanistic approach where health and wellbeing always come first. If you are value-driven and tired of working within an out-of-date company model, I highly recommend applying to join the Brightsparks team."

Job Description

Job Title: Junior Marketing Executive - Kickstart Scheme

Hours: 25 hours per week - Mon-Fri, Flexible hours

Hourly rate: £9.50 per hour

Contract: Fixed term 6 month contract

Location: York City Centre with the opportunity to work from home too.

Reporting to: Account Manager

As part of the UK governments Kickstart Scheme we are recruiting for a Junior Marketing Executive to join our digital marketing account team.

To be eligible for the Kickstart scheme you must be aged 16-24 and be on Universal Credit. Further information about eligibility can be found on the government website:

<https://www.gov.uk/government/collections/kickstart-scheme>

About the role

Reporting primarily to the Account Manager, the Junior Marketing Executive will provide administrative and marketing support duties for accounts held by Brightsparks.

Main responsibilities

- The post holder's responsibilities will include but not be limited to:
- Marketing content creation including;
- Blog writing, copywriting and social media content
- Website administration via CMS platforms
- Where necessary, making outbound calls, answering calls and providing customer service support for BrightSparks and it's clients.
- Document creation, editing and proofing;
- Data entry
- Preparation of support materials, presentations, reports
- Collating, editing and sharing documents and data as required by Brightsparks staff and its clients
- Enquiries administration - sending emails and other correspondence to external individuals and organisations in order to support the smooth delivery of Brightsparks services via different platforms
- Providing administrative support for events, training and projects
- Social media content planning, delivery and scheduling via scheduling applications

- CRM administration
- Support on various marketing campaigns including initial set up tasks, delivery, management and maintenance tasks, reporting and evaluation
- Any other duties as required by Brightsparks in order to deliver its activities and work programme

Required Post Holder Attributes

The ideal candidate will be:

- Excellent and proven organisational skills
- Excellent administrative skills
- Multitasks and is able to prioritise workloads based on the immediate and time critical demands of the businesses
- An enthusiastic and hard worker who is resilient and able to use setbacks as motivation to push forward and achieve their goals
- An authentic communicator, able to communicate confidently with people at all levels and from all cultures in an honest and respectful manner.
- Flexibility to work in varying locations and on lots of different projects.
- This is a team role and the job holder will be required to be a natural collaborator, working closely with all Brightsparks staff and, where necessary, its clients to ensure the smooth delivery of its services.

Desirable Experience

- Previous experience of content writing for various audiences and across digital and print channels is desirable but not essential.
- Previous experience of administration and customer service support.
- Experience of managing client facing social media accounts such as Facebook, Twitter, Instagram and LinkedIn is desirable
- Experience of using Google applications such as Gmail, Google Calendar, Google Drive, Google Meet, Google Slides, Sheets and Docs

Qualifications

- A good standard of education is preferable.

Abilities

- A self starter with the ability to use initiative is essential
- Must have a friendly, outgoing and customer-facing attitude
- Excellent organisational and time management skills
- Excellent administrative skills

The above job description is correct as at the date it is advertised. However, Brightsparks has the right to alter the job description of a role at any time, in line with the demands and needs of the business.

Whilst this job description sets out the broad responsibilities of the role, this is not intended to be an exhaustive list of responsibilities and the post holder will be required to deliver any other responsibilities requested in line with the demands and needs of the business.

What we offer

- Hybrid working
- Very flexible working
- Competitive hourly rates
- Access to a newly refurbished office in City Centre location (Gilly Gate, York)
- On the job learning opportunities and personal development
- Your Birthday off work (in addition to your annual leave)
- 25 days annual leave (prorated)
- We invest in your development
- Opportunity to work on projects that will have a positive social impact, and will make a difference to some of the most disadvantaged and vulnerable people in society.
- We are a Carer Friendly Employer
- We are a Disability Confident employer
- We are a Real Living wage employer
- We are a Tech Talent Charter Employer
- We understand the importance of work/life balance

To apply, please send us your CV and a covering letter, detailing your relevant experience and why you would like to be considered for the role. Please send this to hello@brightsparksagency.com for the attention of Sian Williams.

If you have any questions about the role, please email us, marked for the attention of Sian Williams, Senior Account Manager.

We look forward to hearing from you.

Best wishes,



Andy Simpson

Managing Director