

Communications Assistant, Horatio's Garden

- Based near Salisbury, Wiltshire
- Salary £24,570-£27,500
- Full time, permanent
- Reporting to Communications Manager
- Deadline: Monday 15 September. We may close the applications earlier if a suitable candidate is found.
- Interviews: W/C 22 September

Are you enthusiastic, collaborative, with excellent communication skills and an eye for a story? Our charity team is looking for a dynamic self-starter to join our team as Communications Assistant. Through making social media posts, creating engaging content or writing stories, you'll play an integral role in communicating our impact and stories to our key audiences.

At Horatio's Garden, we build and look after extraordinary gardens in the heart of NHS spinal injury centres. These gardens are a critical part of rehabilitation and offer reflection and adjustment, privacy and solace, joy and companionship to all who need it. We lead regular gardening sessions to grow and cultivate plants, arts workshops to offer new skills and a programme of live music and events. Designed to be enjoyed all year round, these gardens offer a warm, welcoming place for family and friends who may have travelled hours for a visit.

Our vision is for everyone with a spinal injury to have a Horatio's Garden as part of their rehabilitation care.

The charity is growing. We have eight garden projects open and are fundraising for our ninth garden in Middlesbrough.

This role will assist with the content creation of engaging written, film and visual content across different platforms, scheduling and moderating our social channels, and helping us report on our digital activity. You will support the rollout of the new regional social media channels for each garden to help place storytelling and impact at the heart of our communications.

It would suit someone looking to start or build their career in the communications field or charity sector to develop experience in developing content, writing and charity campaigning. There will be opportunities for training and development and you will travel between the charity's UK-wide gardens and meet patients, volunteers and staff.

This is a full-time role (37.5 hours a week) based in the charity's office in Salisbury with the ability to discuss some flexible working after the six month probation period.

You will be reporting to the Communications Manager.

t. 01722 326834 **e.** info@horatiosgarden.org.uk **w.** www.horatiosgarden.org.uk

Horatio's Garden is a Charitable Incorporated Organisation. Registered charity number 1151475/SC045386.
Registered address: 2 Throope Down Office, Blandford Road, Coombe Bissett, Salisbury, Wiltshire SP5 4LN
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Main duties

1. Help manage the day-to-day running of the charity's social media (Instagram, LinkedIn, Facebook). Schedule content and respond to comments and messages to foster positive engagement and add value to the supporter experience
2. Work closely with the team to produce subscriber, campaign-led and post-event newsletter content and manage the subscriber database
3. Contribute to the charity's content calendar and work creatively and collaboratively with the communications and wider charity team to proactively seek and develop story ideas
4. Create engaging content in support of charity objectives and reflecting our brand and tone guidelines
5. Assist with internal communications to convey key updates to staff
6. Assist in maintaining and updating Horatio's Garden's main website
7. Help to manage the charity's digital assets, ensuring the team have access to the most impactful photographs and videos for their needs
8. Collate, analyse and present monthly reports on social media, newsletter and website activity and engagement against key performance metrics
9. Assist with planning and promotion of campaigns and track press activity
10. Keep up to date with the latest digital marketing trends and technologies

General duties

1. Support the wider team with administrative duties that support the smooth running of the charity
2. Actively contribute to team and organisation meetings

Skills required

1. Strong interest/experience in creating content for digital channels
2. Good understanding of the digital landscape, including trends
3. Excellent writing and editorial skills with attention to detail
4. Able to create accessible, engaging content
5. Strong administrative and organisational skills
6. Good IT and software skills and willingness to learn - you will be using Microsoft suite, Hootsuite and Mailchimp
7. Video editing experience/interest - experience with or willingness to learn Adobe Creative Suite, Canva or similar
8. Flexible, can-do attitude, with the ability to remain calm and professional when under pressure

We are looking for someone who has:

1. The ability to take initiative and be a self-starter, working independently as well as part of a team
2. An ability to manage a varied workload and work to deadlines
3. A willingness to learn new skills and to develop existing skills
4. An empathic personality
5. A positive, can-do and resilient attitude

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6. Passion for the charity sector

The charity is keen to promote training and opportunities and we will support the candidate to attend relevant training courses where a need can be demonstrated and to make the most of any opportunities to learn additional skills, for example involvement with filming and photo shoots by professional contractors hired by the charity.

We are an equal opportunities employer and welcome applications from all sectors of society. Please note that this role will involve occasional out-of-hours working (including evenings and weekends) as part of a rota to ensure the charity's social media channels are active and monitored at peak times and during events.

About Horatio's Garden

People with spinal injuries need gardens like these. That's what we believe at Horatio's Garden and is why we build and look after extraordinary gardens in the heart of NHS spinal injury centres

Spinal injury can happen to anyone at any time. The results are life-changing and devastating. Life may never be the same again for the person injured or for their family and friends around them.

They will spend between three to nine months or more in a specialist spinal injury centre often far from home. They are 56% more likely to experience mental health issues with a fourfold increased risk of suicide.

We know how critical it is to have an incredible garden on offer right outside the hospital ward as a critical part of the rehabilitation pathway. Places for reflection and adjustment, privacy and solace, joy and companionship to all who need it. We lead gardening sessions to grow and cultivate plants, arts workshops to discover new skills and a programme of live music and events.

- 100% of people with spinal injuries say the gardens help their wellbeing
- 95% of people with spinal injuries say the gardens improve their mental health
- 99% of NHS staff believe that people with spinal injuries benefit from Horatio's Garden

Every aspect of Horatio's Garden support is evidence-based with proof that being in the garden improves mental and physical health, distraction from pain, vitamin D levels, sleep and long-term economic activity.

With eight gardens now open, the charity's mission is to open gardens in all 11 NHS specialist centres to ensure that no-one has to go through a life changing spinal injury and spend months in hospital without being able to use a Horatio's Garden.

www.horatiogarden.org.uk

As a charity, we are committed to creating and promoting a culture that protects and preserves the welfare of the vulnerable people in our care. Our safer recruitment practices support this by ensuring that there is a consistent and thorough process of obtaining and evaluating information from and about candidates including criminal record checks, to ensure that all persons appointed are suitable to work for our charity.

How to apply

Please read the full job description before applying. Please send your CV and cover letter (no more than two sides of A4) outlining why you are suited to the role to alex@horatiosgarden.org.uk. Please note that applications will not be considered without a cover letter.

The closing date for applications is Monday 15 September with interviews taking place w/c 22 September. We may close the applications earlier if a suitable candidate is found. We look forward to receiving your application.