



**FALKLAND ISLANDS DEVELOPMENT CORPORATION**

**JOB DESCRIPTION**

<b>Job Title:</b>	Marketing & Communications Assistant	<b>Reporting to:</b>	Strategic Projects Manager / Marketing & Communications Officer
<b>Salary Scale:</b>	F1	<b>Reports on:</b>	None

**Job Purpose:**

To support FIDC’s Marketing & Communications Officer in the development of promotional material, plans and strategies for FIDC and its clients.

**Main Accountabilities:**

- To assist the Marketing & Communications Officer in the creation and distribution of promotional materials for FIDC and its clients
- Delivery of content for social media platforms and online presence as guided by Marketing and Communication Officer
- Assist with the enhancement of the credible and productive capability of FIDC
- Monitor and track social media coverage and compile reports on media outcomes
- Collaborate with colleagues to gather information and assist in the development of key messages and communication materials
- Assist in organising and running of events and campaigns
- Provide support and networking opportunities to local businesses, promoting the use of digital marketing
- Assist with developing and delivering marketing, social media and e-commerce training for the business community
- Assist with the development and running of FIDC surveys
- Undertake general administrative duties

**Additional Information:**

The post holder should be well organised and able to respond to changing priority levels. Good verbal and written communication skills are essential.

## **Knowledge/Skills/Experience/Qualifications required for the job:**

### **Qualifications and Experience**

#### **Essential Criteria:**

- Educated to GCSE (Maths and English)
- Excellent communication skills (written and spoken)
- Confident with Microsoft Office suite
- Previous experience managing deadlines

#### **Desirable Criteria:**

- Marketing and Communications related qualifications
- Proven experience as a marketing assistant or similar position
- Knowledge of Canva Design or equivalent platform, video production and editing
- Familiarity with social media platforms and their management
- Experience with event planning and hosting

### **Skills and personal attributes**

- A strongly evidenced orientation towards personal and professional development
- An aptitude for the organisation of people and resources
- Commitment to working to a high standard
- Outgoing and confident
- Eager to contribute new ideas
- The capacity to multi-task and prioritise workloads
- Commitment to teamwork and maintaining effective working relationships with colleagues and clients
- Self-motivated and trust-worthy