



Department
for Work &
Pensions

KICKSTART SCHEME

DWP Bid Unique Identifier

Job Placement title: Trainee Marketing and Communications Assistant

Company name: Lancashire Wildlife Trust

Job Placement summary (Outline of the job description including key responsibilities and detail of the skills the young person will develop. Please provide as much detail as possible Please do not use bullet points)

Job Purpose

This role is part of our engagement team whose key focus is to connect and inspire families and adults with wildlife and nature in their local community.

This fantastic marketing and communications assistant role will work alongside a wide range of our staff with a key focus on the HIVE at Moss Bank Park – our main hub for engaging pre-school children and their families with the outdoors.

One of the most important activities for us to reach new families with our work is inspiring images, videos and stories about connecting with wildlife and playing in the outdoors. You will play a critical role in supporting the collation and sharing of such content – from photographs and videos capturing butterflies, birds and beautiful flowers at the HIVE through to high impact photographs of little children exploring our nature area, splashing in our water play or running through our wildflower meadows!

You will also act as a key point of contact at the HIVE – welcoming families into this site, explaining how they can use the site as well as capturing feedback about what they have enjoyed during their visit.

Key Responsibilities

Take a pro-active approach to capture and showcase stories from families using the HIVE and engaging in our creative events programme (written, photography and via video)

Capturing and sharing (via social media) high quality images and videos showcasing some of the Trust's nature spaces, particularly the HIVE

Acting as a welcome / information point for families visiting the HIVE – even assisting or leading some activities with families to connect them with wildlife and the natural play assets at the site

Liaise with fellow colleagues to promote their work and capture case studies/personal stories from their volunteers / practical work tasks.

Working effectively alongside colleagues to bring added value to our existing engagement work.

Follow all policies and procedures, including the Health and Safety procedures within LWT.



Department
for Work &
Pensions

KICKSTART SCHEME

Essential skills, experience and qualifications (please do not use bullet points)

Knowledge, Skills & Experience

The most critical thing we are looking for is an enthusiastic and friendly character who would take great pride in showcasing the benefits of engaging with the outdoors to pre-school families – both in person and via social media.

Passion and enthusiasm for capturing and sharing stories through writing, photographs, and videos; particularly through social media channels.

Good knowledge and interest in the natural environment would be a benefit but is not critical.

Confidence and experience of talking with different people is essential.

Strong organisational and team working skills.

Ability to work under own initiative and independently.

Job category (DWP use only)

Number of hours per week 30 hours

Working pattern and contracted hours (including any shift patterns) Weekend work required. Degree of flexibility of work days.

Hourly rate of pay NMW

Details of employability support (training opportunities/mentor)



Department
for Work &
Pensions

KICKSTART SCHEME

Personal Development Programme

Experience of communicating and liaising with a wide of public audiences.
Opportunity to capture and develop creative marketing content.
'Effective communication' training and qualification.
Ability to work effectively in a team.
Health and Safety Level 1 and 2, alongside Fire Marshall Training.
First aid awareness.

Employability Support

We have agreed that The Growth Company will provide on-going remote/virtual support and training to our Kickstart placement employee throughout the duration of the placement on our behalf. This support will be based on a standardised syllabus, delivered by GC Employability Tutors on subjects such as employability, life-skills, and motivation & confidence. We understand that we are required to release our Kickstart placement employee to undertake this training when required.

Closing date for applications Ongoing until placement is filled

Using the table on the next page please provide details for each Job Placement by location.

