



**Laburnum**  
BOAT CLUB

Hackney's Community Boating Project

Laburnum Street, Hackney, London E2 8BH  
020 7729 2915 info@laburnumboatclub.com  
www.laburnumboatclub.com

## Job Description

- Post Title:** Office and Social Media Marketing Assistant
- Responsible to:** The Co-ordinator
- Accountable to:** The Management Committee
- Location:** Laburnum Boat Club, Laburnum Street, London E2 8BH
- DBS Check Required:** Enhanced

This role is a twelve-month paid Internship to begin during March 2023, supported by the Jack Petchey Foundation. You must be ready to take up the post by 27<sup>th</sup> March 2023.

### The core purpose and responsibilities of this role:

We're looking for an enthusiastic and motivated Office and Social Media Marketing Assistant with great people skills to support the administration and outreach at Laburnum Boat Club. This role requires creativity, flexibility and the ability to develop high quality communications, including social media materials and messages, in order to increase participation and support for the charity. You will also oversee the day to day operation of the office and ensure effective referral, signposting, registration, booking and general administration.

The post holder will have the ability to communicate effectively with people at all levels and to work well on their own and as part of a team. The successful applicant will have the opportunity to be part of a successful charity, providing social development to disadvantaged, disabled and vulnerable young people through outdoor activities, in the heart of London.

### Background Information

Set up in 1983, the Laburnum Boat Club is a community-based watersports centre situated on the Regents Canal in South Hackney. It is a voluntary organisation part-funded by the local authority. Its purpose is to assist the social development of local young people and their families through participation in water-based activities. We have many different Clubs and services that run throughout the week, including after-school, at weekends and during school holidays. These include a busy Youth Club; Inclusion Project for young people with disabilities; a Family Club; a Club for adults with mental health issues; a vocational employment training scheme for young adults and we work extensively with local schools, youth, and community organisations. Our staff team comprises of qualified and unqualified part-time youth workers, support workers and paddlesport instructors. We had over 4,000 visits in 2021 and aim to be a positive force for changing lives in a safe and supportive environment.

### Lines of Responsibility

The Laburnum Boat Club is managed by a Management Committee made up of local residents, parents, professionals and others committed to the aims of the club. The person appointed will be accountable, via the Project Leaders and Co-ordinator, to that committee.

Laburnum Boat Club is a Registered Charity No. 801255  
and a Company Limited by Guarantee No. 2360592  
Registered in England





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## Principal Duties

- a. Field all enquiries and messages coming into the office (by phone, email and visits in person), process these and follow them through to outcome, including taking bookings and referrals and issuing paperwork, including invoices
- b. Create a social media strategy and take responsibility for all social media communications by the organisation, promoting services and providing outreach to participants on a regular basis
- c. Maintain the Youth Club database, updating records efficiently and regularly with participant information and activity, working with the Senior Youth Worker and Co-ordinator to extract data and produce reports and evaluation material for management and trustee meetings and funders
- d. Maintain staff records, including indexing of qualifications and highlighting expiry dates
- e. Help develop and maintain a new system for quickly providing services and support information to young people and their families
- f. Produce and promote PR material, such as flyers, press releases and general promotion and marketing as required to recruit participants, volunteers, staff, Management Committee members and funding
- g. Collect information to be used in funding reports and marketing material, including encouraging and collecting feedback, anecdotes and quotes from participants, data and figures, case studies, photos and film footage
- h. To join the Laburnum Boat Club Youth Work Team and assist with the planning and delivery of social development through outdoors activities to local young people and their families.
- i. Attend and take minutes at Team Meetings and bi-monthly Management Committee meetings
- j. Maintain a tidy and organised office maintaining stocks of forms and other materials, clear written procedures and a welcome and easy environment for other users
- k. To form good and appropriate relationships with all stakeholder, including the children and young people you may come in to contact with as part of the role.
- l. To encourage and enable all young people to participate in Club activities regardless of ethnicity, creed, social background, gender, sexual orientation or disability.
- m. To contribute to, to be aware of, and assist in the enforcement and implementation of the Club's Policies: in particular: Safeguarding, Health & Safety and Equality & Diversity policies.
- n. To undertake all appropriate training (generally provided by the Club)
- o. Undertake any other duties as required by the Co-ordinator, Management Committee and Board of Trustees commensurate with the designation and salary level of the post

## Training and professional Development

As part of this role, you will be part of the Jack Petchey Internship Programme with 30 other interns from different youth organisations in London and Essex. This development programme will involve you attending a launch conference, four professional development workshops through the year and a celebration event at the end of the programme. You will receive an extra training bursary of £1,000 for approved training. You will also be matched with a mentor from another organisation to support you in your professional development. The Jack Petchey Internship Programme training and events will take place in person in London and you will be expected to take full part in this programme alongside the role.





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In order to be effective in their work, staff are also expected to keep themselves informed on current issues related to the work and to undertake appropriate training. Staff are encouraged to take up training opportunities but are expected to pursue their own professional development through the appropriate channels.

### **Additional Information**

The applicant will be required to work some unsociable hours, including regular evening and weekend sessions.





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## Person Specification

**Role:** Office and Social Media Marketing Assistant

The following attributes and skills would need to be demonstrated at interview and supported by each candidate's application:

### Essential

- Self- motivated energetic and resourceful with a proven ability to work on your own
- Excellent people and communication skills with a calm and patient manner when working with all stakeholders, including young people, parents, funders and members of the public
- Up to date, competent IT skills especially in MS Office and Windows 10
- Up to date, highly competent social media skills especially in Facebook, Instagram, TikTok and Snapchat
- Office management and organisational skills with an organised and process based approach
- Flexible attitude to the wider commitments in the community such as promotional/fundraising events

### Desirable

- Previous work experience in administration and running an office
- Experience in marketing and working with social media
- Previous experience in the youth work or outdoor sector
- Experience of Updating Websites
- Familiarity with remote / video communication methods e.g. Skype/Zoom/Teams

### Other requirements relevant to the post

- Commitment to equal opportunities and inclusion
- Self-motivating, assertive and flexible
- A good degree of self-awareness and an ability to reflect on personal and professional attitudes and accept feedback
- Excellent verbal and written communication skills
- Able to provide flexible attendance to have an overview of all club activities

