

Role Profile

Job Title:	Communications, Marketing and Admin Intern
Location:	Based in Liskeard Library
Hours:	35 hours per week to be worked flexibly but predominantly 9-5pm Monday to Friday but may including evenings & weekends to suit the needs of the business/team
Contract:	Fixed Term from December 2024 to end of March 2025
Salary:	£22,000 per annum

About Real Ideas

Real Ideas Group works to solve problems and create opportunities that regenerate communities and support individuals to progress and flourish. The Group is made up of four business units, each leading and growing a specific area of practice – Real Immersive; Real Art, Make, Print (RAMP); Nature and Neighbourhoods and Real Pathways. All are linked by our shared values and continuing commitment to social enterprise.

Real Pathways

Real Pathways supports individuals, groups and communities to develop their skills towards personal development, learning or employment opportunities. This unit offers a programme of opportunity that has inclusion at its heart and seeks to make a long and lasting positive impact, using the power of language and communication to develop life skills, careers and communities.

Real Pathways also runs the newly renovated Liskeard Library, recognising the power of innovative libraries to change lives.

Job Purpose

To provide both administrative and communication support to the Real Pathways business unit. This includes helping to compile and administer paperwork requirements for funders but also producing effective communications through creating exciting and engaging social media content, updating webpages, sharing good news and telling the Real Pathways story.

The role will work closely with the Futures Lead as well as the Performance and Partnerships Lead, Venue and Partnerships Lead and Commercial & Contracts Management Lead.

Main duties and responsibilities

- Work within brand and tone of voice guidelines to design and create digital and physical resources to promote the unit's activities.
- To make effective use of web and social media platforms to reach audiences.
- To develop understanding and use insights and analytics from social media to increase reach and attract people to attend programmes, activities and events.
- To update relevant webpages and ensure funder compliance.
- To attend events and activities, take photos and capture stories to promote Pathways offer.
- To create case studies that illustrate the work
- To provide support to people registering onto our programmes and activities.
- To work with other staff across Real Ideas' business units to promote the wider Real Ideas offer.
- To create and contribute to newsletters/ communications for stakeholders and partners.
- To support delivery of programme where required.
- Provide administrative support to the Real Pathways business unit.
- To support paperwork and financial claims required for funding as directed by Commercial & Contracts Management Lead.
- To support the Real Pathways unit in the production and delivery of an effective communication and marketing strategy.
- Work with Real Pathways team to support data collection for insight, impact and quality reporting.

Real Ideas wide responsibilities

- To represent Real Ideas well, understanding and talking coherently about Real Ideas products and programmes to provide more value for customers and members.
- Work collaboratively across Real Ideas business units as required.
- To adhere to and uphold Real Ideas' social purpose, strategic aims and policies.
- To contribute to a culture of inclusion and equality and demonstrate a commitment to removing all forms of discrimination.
- To act with integrity and always maintain the highest professional standards.
- To strive to meet individual and collective targets.
- To maintain the level of qualifications/personal and professional development and competence required to carry out this role and notify the company immediately of any circumstance that affects this.
- To use all Real Ideas systems & processes proactively and effectively.
- Track, report on, push for and celebrate social and environmental impact through the work we do, helping us create more as a result.
- A flexible approach is required for the role.
- Additional, reasonable duties commensurate with the role and as agreed in advance from time to time.

REAL IDEAS

This job description is not necessarily an exhaustive list of duties and is intended to reflect a range of duties the post-holder will perform. The job description will be reviewed regularly and may be changed in the light of experience and in consultation with the post-holder.

Scroll down to view the Person Specification...

Person Specification

Our values: How we behave

Working as part of the Real Ideas Group is exhilarating, but it can also be challenging; we're not a typical organisation and by design we don't fit into traditional business structures or strict 9 to 5 working hours.

There's nothing typical about the people who work at Real Ideas. With experience in many different industries and cultures the one thing we all have in common is a passion to make a positive difference in the world.

Principally we're looking for people who embrace our vision and values, and who want to join us on this journey. Whilst your technical skills and abilities are important, being on board with our vision is crucial.

You'll need to be dedicated, tenacious and enjoy the challenges of working as part of multi-disciplined team. At Real Ideas collaboration is key, so you'll need to be a great team player, up for working with a wide range of people from colleagues and partners to members and suppliers.

We're interested in finding people who are proactive, have a desire to embrace opportunities who want to be responsible and accountable, and who can deal with complexity and uncertainty with and a smile on their face.

And because we always strive to be the best we can be, you'll be happy to challenge and be challenged.

If this sounds like you, then read on...

We use the following criteria to assess your suitability for the role. Please note that requirements at the application stage represent the minimum requirements for shortlisting purposes.

Behaviours	Adaptability Looking at your ability to adapt to change	Interview
	Cultural Add Do you share our beliefs/values and bring about diversity equity and inclusion within Real Ideas?	Interview
	Collaboration Can you collaborate effectively and work well with others?	Interview

	Growth Potential Do you have the potential to grow with Real Ideas and can evidence goal setting and motivation?	Interview
	Prioritisation Are you able to decide which task needs to be tackled immediately and which ones can wait – someone who can manage their time and prioritise effectively.	Interview
	Digital Technology Do you have a commitment to adopting and using digital technology effectively to help solve problems and add value to the work of Real Ideas.	Interview
Qualifications	<ul style="list-style-type: none">• English and Maths L2 or equivalent• Desirable qualification in administration, communications L3+	Application
Experience	<ul style="list-style-type: none">• Providing administrative support in a range of contexts.• Using a range of social media channels and platforms and creating online content within policy guidelines.• Creating engaging and appealing marketing resources• Working as a productive member of a team, delivering outcomes for individuals.• Updating websites and ensuring communications and media meet funder requirements.• Effectively communicating with customers and others.• Using a range of Management Information Systems such as data collection, electronic and paper filing, procuring and financial systems.• Experience of collating and sharing commercially sensitive data.• Checking documents for errors.	Application/ interview
Knowledge	<ul style="list-style-type: none">• Social media, web platforms and applications.• Email, phone and data capture systems.• Knowledge of general funding rules and restrictions.• Project Management systems and processes	Application/ interview

- Knowledge and understanding of Data Protection, Health & Safety at Work and maintaining confidentiality.
- Knowledge/experience of using CRMs.
- Working knowledge of what makes effective teamwork.

Skills

- Utilise a range of systems and processes effectively and efficiently.
- Learn and develop quickly with a willingness to take on new ideas and ways of working.
- Communicate at a range of levels and work effectively within a team.
- Receive feedback and take positive action.
- Ability to work within funder/stakeholders' rules/requirement.
- Strong attention to detail.
- Ability to organise and present information clearly.
- Ability to create engaging digital and physical marketing resources
- Ability to work to tight deadlines and produce clear outcomes.
- Work independently with minimal direct supervision.
- Commitment to excellent customer service.
- Work flexibly and prioritise tasks.
- Managing and respecting issues of confidentiality and data protection and adherence to professional boundaries.
- Keen to learn and develop.
- Friendly and open approach to work.
- Proficient in the use of IT including web-based applications, Microsoft Word and Excel.

Application/ interview

Other

- Willingness to travel.
- Strong commitment to diversity, equity & inclusion with a good understanding of how discrimination works and wants to work in an environment that challenges this.

Application/ interview