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**Kickstart Apprentice job description**

**Job Title: Digital, marketing & research assistant**

**Reports to: Senior Consultant**

**Job purpose: To support the consultancy in developing our presence and profile,**

**through digital & printed materials, social media and small research**

**projects**

**Date: April 2021**

**Introduction to the Charity Retail Consultancy –**

**Voted Supplier of the Year 2019 at the Charity Retail Awards**

**The Charity Retail Consultancy was founded in 2010 by Jayne Cartwright. Vicki Burnett works alongside Jayne and together we help charities develop and improve their retail offer.  The Charity Retail Consultancy has been commissioned by over 70 charities to undertake projects that include developing business plans and strategies, reviewing current and designing future retail operations, developing job roles and supporting recruitment, induction and mentoring. We also design and deliver bespoke training in key areas, such as volunteer recruitment and retention; stock acquisition; maximising Gift Aid; customer service; merchandising, social media and much more.**

**Location**: The role can be home based anywhere in Argyll & Bute or Manchester. We will have scheduled video meetings and some face to face sessions to keep in touch.

**About us:**

* We are a two person Consultancy, based in Manchester and Oban, but working all over the UK, Ireland and beyond to support charities and other not-for-profits with all aspects of their trading operations.
* We are an innovative, inclusive and supportive company - you can read more about our values [here](https://www.thecharityretailconsultancy.co.uk/our-values/).
* We know that retail and fashion is ever evolving. We want a young person to work with us, who is keen to ensure they help us stay at the cutting edge of innovation and sustainability in our sector and to help to provide great support to our clients, now and into the future.

**What the role involves:**

**Research**

* Researching great ideas & beautiful images online from charity retailers across the globe, and from sustainable traders, museums, visitor centres and other forward thinking businesses.
* Recording the ideas, collecting photos & approaching owners to request permission for us to share them on our digital platforms and printed materials, then cataloguing them online to create a simple access system for the team.
* Researching and reporting to the team on issues around sustainability, circular economy, upcycling, slow fashion, online preloved sales and other related environmental issues.
* Devising & running small research campaigns across the sector and with target groups to explore and help draw attention to key issues relating to our work. Collating and presenting results
* Undertaking research to support projects for clients. This may be looking into market developments in certain fields, speaking to other charities who have developed similar offers, assessing market research and data insights, etc.

**Digital**

* Updating our website - especially the blog page, ensuring fresh content weekly.
* Researching & securing interesting and relevant people to guest blog for us.
* Growing our list of subscribers to the blog and newsletter.
* Preparing and sending out our monthly newsletter.
* Creating and sharing relevant, engaging content on our social media platforms.
* Tracking stats, insights and performance from our online presence to help influence improved performance.

**Publication**

* Helping with the update on our annual publication - gathering data, requesting permissions, securing great images.
* Researching and drafting a section on “The view from here” what young people in the UK think of charity shops” for our publication.
* Liaising with print & design contractors to help see the publication through from proof to printing

**About you**

* We particularly welcome applications from disabled and Black, Asian and Minority Ethnic (BAME) candidates as these people are currently under-represented throughout our sector
* An active and demonstrable interest in charity retail - having been a charity retail volunteer would be perfect
* Skilled and knowledgeable in the use of Facebook, Twitter, Instagram and other social media platforms.
* Interested in & excited by environmental issues
* An accurate worker with great attention to detail
* Motivated and able to work unsupervised from home.
* Great communication skills, both written and verbal.

**What we provide:**

* We will top up the Government’s contribution of the minimum wage to the Living Wage.
* A comprehensive induction and training programme either one to one or via relevant courses supplied by other providers.
* Access to all the courses available from our training arm, The Charity Retail Academy.
* Regular supervision – both online and face to face as circumstances allow.
* Meaningful and creative work that will make a huge impact to our business.
* The opportunity to be part of and shape our small and busy business for the future.
* The resources needed to enable you to carry out this role (e.g. a laptop for the duration of the Kickstart project).
* The opportunity to be shortlisted for promotion to any temporary or permanent roles within the business.