

RECRUITMENT PACK

Digital Marketing Assistant

Pro rata: £23,800 - £25,000

30hrs part-time salary: £19,040 - £20,000

Closing date for applications: 21st August 2025

Siwmai Hello

This recruitment information pack is designed to provide you with details regarding a new and exciting opportunity we have within Practice Solutions for a Digital Marketing Assistant. The pack will also tell you about the people you'll be working with, as well as giving you an insight into our organisation and work.

If you require this information in the Welsh language, please get in touch.

**Where
we make
a difference**

Social Care
Health Care
Public Services
Voluntary Sector

Our Organisation

For over 20 years, Practice Solutions has provided bespoke consultancy, engagement and digital services to the health and care sectors of Wales.

We're all about people. Our people are at the heart of our business and our success. As a company, we are constantly growing and developing to be the best that we can in supporting organisations and communities to thrive.

We are proud to be a Welsh organisation that is a leading, value-based consultancy, operating across sectors in Wales and the UK. Our experience is enhanced by our range of expertise, from leadership, organisational development and transformation change to digital and creative services, public engagement and communications.

Our current portfolio of work brings us into contact with service users, Third Sector organisations, Housing Associations, Local Health Boards, Welsh Government and every local authority in Wales.



The role: **Digital Marketing Assistant**

 **Work Hours**
30 hours flexible

Your purpose

The Digital Marketing Assistant will support the Business Strategy Team in the creation, design, and delivery of engaging digital communications and marketing content. This role aims to enhance the company's digital presence and improve customer engagement.

Core responsibilities

- Assist with the design, creation and distribution of marketing materials, supporting newsletters and digital content including updating of website.
- Proactively and reactively generate engaging social media content across social platforms.
- Coordinate key communications with stakeholders including liaising, scheduling meetings and sending invitations.
- Manage stakeholder database and CRM ensuring accurate reporting and updating.
- Collate data as part of monthly reporting cycle and feed into strategic comms planning.

Project activities – defined on a project-to-project basis

- Assist in the creation and dissemination of digital communications, such as newsletters, social media content, and promotional materials, in collaboration with the communications team.
- Support regular data collection, compiling engagement and feedback reports for project leads and internal reporting systems.
- Maintain up-to-date records of stakeholders.
- Support online and in-person event management, logistics, booking and tracking. Attend these events when required.
- Provide admin support around key areas such as schedules, venue bookings, and travel arrangements.
- Support project campaigns with social media, copywriting and website support.
- Support project teams to create case studies for website.
- Support creation of social media campaigns and manage them to ensure key activity feeds into central campaign planning.

Person specification

How to apply

Send a covering email outlining why you are applying for the role and your relevant skills and experience, as well as your CV, to recruitment@practicesolutions-ltd.co.uk to apply.



Your skills, knowledge, and experience

- Excellent copywriting skills (Essential)
- Excellent written and verbal communication skills (Essential)
- Strong organisational and multitasking skills (Essential)
- Bachelor's degree in marketing, Communications or a related field, or equivalent professional experience (Essential)
- Website editing and experience with CMS ideally Wordpress (Essential)
- Proficiency in Microsoft Office and digital communication platforms (Essential)
- Ability to work independently and collaborate with multiple stakeholders (Essential)
- Passion for creativity in your communication approach (Essential)
- Experience with graphic design software (e.g., Adobe Creative Suite, Canva) (Desirable)
- Familiarity with CRM systems and email marketing platforms (Desirable)
- Knowledge of SEO and web analytics (Desirable)
- Experience in administrative support (Desirable)
- Welsh language communication skills (Desirable)



This is not an exhaustive list and may be varied from time to time by your Line Manager.

Sometimes, it's not those with all the qualifications but those with the passion to learn, that make the right candidate.

Benefits package

See our [full benefits package](#) for more details



Salary

Part time salary
£19,040 - £20,000

Equivalent to full-time salary
£23,800 - £25,000



Hours of Work

30 hours per week
flexible working pattern available

This will be reviewed in 6 months time.



Contract

Permanent



Location

Ty Antur, Navigation Park, Abercynon

Currently developing our hybrid model
which consists of office and home working

Willing to consider remote working
[within reasonable distance] for the right
candidate



Reports to

Business Development and Marketing Lead



Probationary Period

The first six months of employment
will be a probationary period



Holiday Entitlement

Full time entitlement is 28 days
including bank holidays. Part time
equivalent will be calculated pro rata



Additional Leave

3 additional leave days are awarded
during Christmas and New Year
You will be given an additional day's
leave for your birthday each year

Benefits package



Voluntary Leave

1 day paid volunteering within the community each year



Company Sick Pay

Company Sick Pay is offered depending on length of service



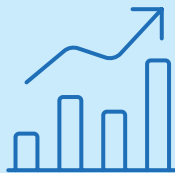
Pension

We have adopted the pension Auto Enrolment Scheme – 3% Employer and 5% Employee contribution



Flexible Working Policies

We promote a variety of flexible working policies



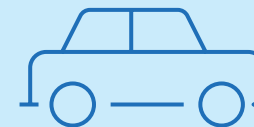
Performance Development

We provide continuous support and development opportunities through a variety of opportunities



Health and Wellbeing

Access to occupational health nurses / physiotherapists and counselling and coaching on a range of mental health conditions



Travel

Free car parking facilities are available directly outside of the office.
Abercynon train station is a 5 minute walk away from the office

Making it happen – our collective responsibilities

Practice Solutions has been part of the social care family since 1999. Our aim is to support, promote and lead improvements and innovation in the sector that has a positive impact on the wellbeing of all our communities.

Together we can do more, and by **joining the dots** of our work internally, we can make a bigger impact externally. Sharing our knowledge and working across all our key contracts will serve to ensure greater impact on the outcomes we are able to achieve as a collective.

We will do this by:

- Creating, maintaining, and building relationships
- Being visible and relevant on various social media platforms to promote our organisations key messages
- Identifying potential networking / business development opportunities to ensure sustainability and increase our market reach
- Working flexible hours as well as collaboratively to deliver our joint outcome



Our Mission

Practice Solutions' mission is to help people live more meaningful lives by connecting people, fostering innovation and unlocking potential

Our Vision

We join the dots to make meaningful connections between organisations and individuals, working as trusted partners to help drive impactful change, emphasising human value by placing citizen voices at the heart of everything we do.

Our Culture

As a Wales-based company, we actively seek to support and promote Welsh speakers and learners at any level. We are a committed, hard-working and an inclusive team. We value diversity and we would love to hear from people who are currently under-represented, including those from Black, Asian and ethnic minority groups, people with a disability, and people who are LGBTQA+.

Our Values

For every project, we develop bespoke solutions that deliver meaningful change and positive outcomes. No matter how big or small the organisation is or what the specific needs are, from start to finish we handle each project with our core values in the fore-front of our minds.



Connected



Curious



Trusted



Human



Bold

Building and maintaining relationships and trust are the backbone of what we do so our involvement doesn't stop when a project is completed.

Connected

Actively working with others to join the dots between problem solving, innovative solutions and the individuals capable of effecting change.

Curious

Acting with genuine interest in other people and their contribution, asking thoughtful questions to gain deeper understanding, seek new experiences and explore new perspectives.

Trusted

Acting with integrity and transparency in how we work together, and with others, to consistently deliver on our commitments.

Human

Creating a culture of kindness and inclusivity where everyone feels seen, heard and valued, in a creative space that thrives on empathy, understanding and collaborative success.

Bold

Being confident and courageous in how we lead and embrace change, not shying away from respectful challenge and celebrating where it benefits the greater whole.

Does this sound interesting?

Candidate Application Information:

If this role really interests you, then please send us a CV and covering letter – it will be important for you to provide examples / evidence of how you meet the skills, knowledge and experience required to successfully carry out this role.

Closing date

The deadline to apply for this role is 9am, Thursday 21st August.

Please send your completed application to recruitment@practicesolutions-ltd.co.uk

Interviews

Interviews will take place face to face. However, we are able to offer virtual interviews depending on personal situation.

Candidates with disabilities

If you have a disability, which you would like us to take into account, please tell us about this when you apply. Let us know if we can help and remember that you can request information in large print or in a different format.





General Enquiries

E: contact@practicesolutions-ltd.co.uk

T: 01443 742384

www.practicesolutions-ltd.co.uk

