

# Job Description and Person Specification

ROMAN  
ROAD  
TRUST



## Events and Communications Officer

**Hours:** 16 hours per week (two full days)

**Salary:** This is a freelance position that will be paid at £120 per day

**Duration:** November 2021 - March 2022 (with possibility of extension, funding dependant)

If you would like this in a different format, please contact: [rosie@romanroadtrust.co.uk](mailto:rosie@romanroadtrust.co.uk)

## About Roman Road Trust

Roman Road Trust is a small but ambitious community interest company (C.I.C) operating in the Roman Road area in Bow and Globe Town in Tower Hamlets, East London. We are a charitable organisation set up to help improve the high street, and our vision is for a thriving local economy that gives the opportunity and space for communities to flourish.

The organisation first began as the Roman Road Town Team in 2012, before becoming incorporated as Roman Road Trust in 2014. Since then, Roman Road Trust has delivered a range of successful high street activities such as large scale community festivals and events to longer-term engagement projects and more recently, the transformation of The Common Room.

Roman Road Trust is well-known for its ability to activate, facilitate, and strengthen local communities. Using the principle of co-production, Roman Road Trust has well established partnerships with the local authority, other organisations, and local institutions to help deliver high quality projects to help revitalise the high street and improve Roman Road for the benefit of local people.

We are looking for someone with excellent experience in event management, communications, marketing, and social media management to join us in delivering our next project **Welcome Back Roman Road**. The project aims to support the high street's

recovery following the Covid-19 pandemic and will feature a social media campaign dedicated to promoting local businesses as well as regular high street events/activities.

## **Role Overview**

The Events & Communications Officer will be responsible for co-designing and managing high street events, producing regular content across all digital channels (social media, website, newsletter) and running dedicated social media campaigns to promote the high street and its independent businesses as part of **Welcome Back Roman Road**.

## **The Organisation**

Roman Road Trust's work is completed on a project-basis, with most projects led by the Managing Director or other freelance professionals who work regularly for RRT.

The Managing Director reports to the RRT Board on a monthly basis. The Board is non-executive and comprises:

1. **Chair** – Irene De Lorenzis
2. **Finance Director** – Chris Worthington
3. **Dir. of Architecture** – Eddie Blake
4. **Director** - Alex Hammerton

## **Main Responsibilities**

### **Management of digital channels**

- Design and deliver a social media campaign dedicated to supporting, celebrating, and promoting the Roman Road Market and its traders.
- Produce high quality written content for website blog posts.

- Design and produce monthly newsletter featuring RRT's updates and local news using Mailchimp software.
- Develop RRT's ongoing social media presence through designing and implementing a social media strategy.
- Deliver a wide range of forms of social media (e.g Instagram posts/reels/stories, videos etc).

## Events

- Assist with the design of high street events and activities as part of **Welcome Back Roman Road** such as: Dr Bike, Christmas Tree Decorating, Reusable shopping bag workshop and Outreach Workshops all within limited budgets.
- Be the lead in delivering **Welcome Back Roman Road** high street events/ activities (some weekend work is required).
- Assist in the recruitment, management and briefing of volunteers.
- Ensure the promotion and coverage of events across all digital channels.

## General

- Effectively liaise with and provide updates to the local authority as required.
- Engage with staff, volunteers, and partners of Roman Road Trust in a positive and constructive manner and attend such meetings as the post requires in order to fulfil its aims.
- Promote the aims and objectives of Roman Road Trust by acting as an ambassador for the organisation in a proactive and informed manner.
- Undertake other duties consistent with the level of the post.
- Contribute to the creation of monthly reports on Roman Road Trust's activities to the Managing Director and Board of Trustees as required.

## Skills required

First and foremost, you will need to **love people and community!** Your motivation will be a passion for local businesses/market traders, our community, and achieving positive social impact.

The role will need someone with an excellent ability to self-manage and work independently. Roman Road Trust is small but ambitious; meaning you will be required to work quickly and at high quality.

We are looking for someone with bags of initiative and experience who is able to use their skills and creativity to help revive Roman Road after the impact of the pandemic on our high street.

## Person Specification

Essential	Desirable
Personal interest and passion for local high streets and independent businesses	Knowledge of Roman Road, its businesses and market traders, and an understanding of the needs of the community
Knowledge and experience in marketing, communications, social media management (incl. Instagram, Facebook, Twitter, Wordpress, Mailchimp)	Experience in communications for charities or not-for-profits Experience in business promotion
Ability to create, design, and develop events and social media campaigns	Previous experience in delivering events and online campaigns
Knowledge and experience of project management or event management	
Flexibility to work occasional weekends (Saturdays for events)	
Experience of developing and managing budgets	Experience in managing grant funding
Experienced and confident in using social media to its fullest capacity (i.e Reels, Stories, videos)	Skilled in photography, filmmaking
IT literate (experience in using MS office, particularly Excel)	Skilled in using design software such as Photoshop, InDesign to produce graphics, flyers, posters.
Self-motivated and dedicated	

Able to communicate clearly and effectively via email, phone, online conferencing and in-person.	
Able to write clearly and quickly for reports, blog posts, newsletters	Previous experience in creating written content for websites

## What to expect

This job requires a significant element of fieldwork, with regular visits to local businesses, market traders, and community groups alongside occasional events on Saturdays. Part of your time will be spent travelling and visiting people on Roman Road. This could be during weekends and early evenings so considerable flexibility is required.

RRT does not have an office space. The candidate will need to be able to work remotely.

The successful candidate will be engaged on a freelance basis and must be able to provide their own computer and smart phone and pay for any associated phone calls and network contracts.

The job will be two days per week.

## How to Apply

To apply for this role, please send a recent CV and covering letter outlining how your experience and skills meet the responsibilities and person specification outlined in the job description to: [rosie@romanroadtrust.co.uk](mailto:rosie@romanroadtrust.co.uk)

We actively encourage people from a variety of backgrounds with different experiences, skills, and perspectives to join us and influence and develop our working culture. We are particularly keen to hear from local residents.

We want to find the best person for the job, regardless of ethnicity, nationality, sexual orientation, gender, religion or disability. Please get in contact with Rosie to discuss any disability access needs or concerns at any stage during the application process or once

you are in post. We also aim to support disabled employees through the Access to Work scheme process.

Email: [rosie@romanroadtrust.co.uk](mailto:rosie@romanroadtrust.co.uk)

Mobile: 07772523681

## **Application Deadline**

Applications need to be made by **9.00am on Monday 18th October 2021**. Candidates will have to be available for interview w/c Monday 25th October 2021 and be available to work from Monday 1st November 2021.