

Job title:	Digital Marketing Assistant
Location:	Home-based
Contract:	Full-time (part-time considered); Permanent
Salary:	£24,000 per annum
Benefits:	30 days' annual leave (including public holidays), plus 6 days at Christmas/New Year plus additional length of service holiday entitlement; life insurance
Start date:	March/April 2026
Interview date:	First interviews will be held w/b 9 March 2026, on Microsoft Teams
Closing date:	4 March 2026

Project Trust is an education charity with over fifty years' experience in international volunteering for young people. We organise challenging, long-term placements for 17–25-year-olds with partnership organisations in Africa, Asia and the Americas.

We annually select up to 200 young people from across the UK for immersive and focused teaching and youth development projects around the world. Our Volunteers are provided with training and support before, during and after their international placements and return home with broadened horizons and an impressive range of transferable skills, true Global Citizens.

About the role

We are looking for an enthusiastic, creative and organised **Digital Marketing Assistant** to join our digital engagement team. This new role could be ideal for someone starting their career in digital communications, content creation or marketing.

You will support the day-to-day delivery of our digital content across social media, our website and other online platforms, helping to tell the stories of our Volunteers and the impact of our work at Project Trust. You will support digital marketing activity and fundraising campaigns. You will also be involved in wider organisational activities working direction with young people, including selection and training of Volunteers.

The role is home-based with some UK travel and the occasional requirement to work evenings and weekends.

Main areas of responsibility include:

- Create engaging content for Project Trust's social media channels (including posts, stories, reels, and simple graphics)
- Collect stories, quotes, photos and videos from Volunteers before, during and after their placements
- Support digital campaigns to promote Volunteer opportunities and increase applications

If you are passionate about youth development and want to use your digital skills to inspire the next generation to change the world, please see the recruitment pack for further information and apply now.

DIGITAL MARKETING ASSISTANT

Responsibilities & duties

Digital content and communications

- Create engaging content for Project Trust's social media channels (including posts, stories, reels, and simple graphics)
- Help plan, draft and schedule content in line with marketing and fundraising campaigns and key dates
- Support with maintenance and updating of Project Trust's website
- Create digital assets such as images, short videos, blog posts, and email content
- Create content for and distribution of our newsletters

Story gathering and impact

- Collect stories, quotes, photos and videos from Volunteers before, during and after their placements
- Turn these into compelling digital content that shows the impact of Project Trust's work
- Curate our library of digital content
- Support basic reporting on digital engagement and audience response

Volunteer recruitment and applications

- Develop digital campaigns to promote Volunteer opportunities and increase applications
- Assist with keeping application-related web pages and digital recruitment materials used up to date

Team and organisational support

- Work closely with the Digital Engagement Coordinator and Volunteer & Schools Engagement Team to support campaigns and day-to-day digital activity
- Contribute to wider organisational work with young people directly, such as Volunteer selection, training, pre-departure briefings and ongoing Volunteer support where needed
- Participate in events such as virtual open evenings and in-person sessions

Miscellaneous

- Administrative tasks associated with all of the above
- Within the job holder's skills and abilities, support the Digital Engagement Co-ordinator and Volunteer & Schools Engagement Manager as required in other tasks or activities which contribute to the achievement of Project Trust's objectives and its development
- Travel to attend meetings and events elsewhere in the UK, plus some evening and weekend working, required

Essential skills

- A demonstrable genuine interest in digital media, social platforms and storytelling
- Experience in creating content for social media, blogs or websites (this could be personal, voluntary or from studies)
- Good written communication skills and attention to detail
- Creativity and willingness to try new ideas

- Ability to organise your time, work independently and manage multiple small tasks
- An interest in international volunteering, youth development or the charitable sector
- Ability to travel to other parts of the UK as required
- Ability to work remotely from an appropriate home base
- Willingness to undertake work outside standard office hours
- Commitment to Project Trust's purpose, approach, ethos

Desirable

- Understanding of running and supporting digital advertising, such as paid social or search ads (eg setting up campaigns, monitoring performance or supporting optimisation)
- Skills in tools such as Canva, Adobe, social media platforms or content management systems
- Knowledge of analytics tools (eg platform insights, Google Analytics) and an interest in using data to improve content
- Interest in photography, video or design
- Marketing or digital marketing qualification

Conditions of Service

The appointment will be made subject to Project Trust's detailed terms and conditions of employment. Candidates should be aware that:

- The post holder will be required to obtain an enhanced Disclosure Scotland check (PVG)
- Any offer of appointment will be made subject to the receipt of satisfactory references
- The post holder must have the right to work in the UK

To apply

Completed application forms, together with an equal opportunities form and self-declaration form, should be returned to jil.mcmeekin@projecttrust.org.uk, with 'Digital Marketing Assistant Application' in the email subject line, by 4 March 2026.

Please don't use AI in your application. We want to hear about you, your genuine interest in the role and why your skills, personality and values make you a great fit for the role. We do not use AI in our recruitment and selection of candidates.

First round interviews will take place in the week beginning 9 March 2026, on Microsoft Teams. Short-listed candidates will be asked produce a piece of work as part of the selection process.

Please note, we will be reviewing applications as they are received and reserve the right to close the advert early if a suitable candidate is appointed. We therefore strongly encourage early applications to avoid any disappointment.

The start date is late-March/early April 2026.

Project Trust recognises the positive value of diversity and we welcome applications from people of all backgrounds.