

Candidate Information Pack: Communications and Events Assistant



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Application for employment with
Keighley Healthy Living - Comms and
Events Assistant – Fill in form



Keighley Healthy Living
13 Scott Street, Keighley, BD21 2JH

About KHL

KHL is a charity that provides inclusive opportunities to improve the physical and mental health and wellbeing of people living in our local community. We are proud to be rooted in the heart of Keighley, West Yorkshire and our centre offers a friendly, welcoming and accessible space for personal growth and building connections.

We deliver a wide range of projects across Keighley and the wider Bradford district, shaped by local health and social priorities. Our weekly timetable provides over 40 groups and classes, alongside personalised health and wellbeing coaching, one-to-one support, and signposting to local services.

We use local health data to create and deliver initiatives to meet the needs of the local community and to work towards achieving sustained change. We listen and understand the challenges our communities face, and build on their strengths to create meaningful impact.

Alongside our day-to-day delivery of activities, we work in partnership with a variety of other organisations, including local authorities, GP practices, NHS services and charities.

We aim to...



Improve physical and mental health and wellbeing



Reduce social isolation and loneliness



Facilitate a strong integrated community



Address health inequalities by working collaboratively



Support and advocate for an integrated health system

Our vision

Building healthier and stronger communities together.

Our values

KHL are understanding

We care about those around us and can empathise.

KHL are flexible

We adapt to those around us to make an impact on people's lives.

KHL think creatively

We innovate and progress with originality.

KHL work with others

We collaborate to create networks and broaden opportunities for all.

KHL put people first

People and the community make up the heart of KHL. We are open and accessible to all.



Job Title: Communications and Events Assistant

Hours of work:	21-24 hours per week to be worked in office hours (excluding lunch break) including occasional evening and weekends
Salary:	£25,000 - £27,000 (35 hours FTE) pro rata
Responsible to:	Communications, Funding and Development Officer
Holiday entitlement:	36 days per annum pro-rata including 8 bank holidays
Location:	13 Scott Street, Keighley, BD21 2JH
Term:	Contracted until March 2027, with strong potential for continuation subject to future funding.

About You

This role is ideal for someone with experience in communications, marketing, customer engagement or a related area who is ready to take the next step in their career. It offers the chance to develop skills across digital communications, fundraising, community engagement, events and stakeholder relations within a supportive charity environment.

Key Attributes

- Able to create content that connects with local communities.
- Creative, energetic and full of fresh ideas.
- Motivated by making a difference.
- Some experience using social media platforms
- Interested in building a career in the charity sector.
- Strong interpersonal skills
- Good written communication skills.



This is not a final and complete statement of the duties attached to this post which may need to be amended from time to time in accordance with the changing needs of the organisation. KHL expect all staff to have a can-do attitude/employ a hands-on approach in terms of the centre and its projects, which from time to time may mean stepping in to help wherever help is needed. You will be asked about your ability to do this at interview.

Job Purpose

The Communications and Events Assistant will support the organisation's promotion, events, fundraising and engagement activity. Working closely with colleagues, the postholder will help create engaging content, share impact stories, maintain digital channels and support the delivery of community events and fundraising campaigns.

Communications Support

- Create and collate promotional and informational materials, including flyers, candidate packs, case studies, newsletters and timetables.
- Gather impact stories and participant feedback for external communications and reporting.
- Maintain the organisation's website, including timetables, calendars, event listings and static content pages.
- Plan, create and publish social media content that increases engagement and maintains a consistent brand presence.
- Monitor social media activity, respond appropriately and flag enquiries or opportunities.
- Help grow and manage email databases in line with data protection requirements.
- Analyse social media interaction, email performance and page visits
- Capture photographs and short video clips of projects, classes and events, ensuring permissions are in place and maintaining a diverse, up-to-date visual content bank.

Additional:

1. Promote KHL's positive, professional ethos and work collaboratively with colleagues.
2. Attend meetings, training as required, keeping skills and knowledge up to date.
3. Contribute ideas to improve service quality, projects and administrative systems.
4. Work occasional evenings or weekends and carry out other duties appropriate to the post and grade.

Events, Fundraising and Engagement

- Support community, fundraising and engagement events, including exhibitions, showcases and campaigns.
- Represent the charity at events and build positive relationships with service users, volunteers, supporters and community stakeholders.
- Support creative fundraising campaigns with service users and volunteers, developing stories and engagement opportunities that inspire support.
- Maintain the events and fundraising calendar, coordinating logistics, communications and staffing.
- Coordinate branded promotional materials and merchandise, ensuring resources are available and used effectively at events.
- Help develop relationships with corporate partners, trusts, foundations and funding stakeholders to identify income generation opportunities.
- Create fundraising communications across digital channels, including website content, email marketing and campaign promotion.
- Monitor fundraising activity, income and campaign performance, maintaining accurate records and supporting donor communications.

Other

Monitoring and Evaluation

- To collect, collate and maintain data using a range of platforms.

Job location, transportation and physical requirement

- The role is predominantly office-based, with occasional travel within the Bradford District area to support events and promotions.

Personal Development

- Participate in team and partner meetings as required.
- Complete mandatory and role-specific training to support ongoing development.

Ideal Candidate

Attribute	Essential Criteria	Desirable Criteria	How Identified
Education, qualifications and training	- GCSE English and Maths (or equivalent). - High standard of written and verbal English.	Qualification in Marketing, Communications, Digital Media, Fundraising, Business Administration or a related subject.	Application Form, Certificates
Specialist Knowledge/ Experience	- Experience in a communications, marketing, engagement or administrative support role. - Experience creating content for social media platforms, updating website content and using Canva or similar design software - Experience engaging with a variety of stakeholders, including members of the public, service users, volunteers or professionals.	- Experience working within the charity, voluntary or community sector. - Experience supporting fundraising campaigns or income-generation activities. - Experience using email marketing platforms. - Experience capturing and editing photographs or short-form video content. - Experience gathering case studies, testimonials or impact stories.	Application Form, Interview
Practical & Intellectual Skills	- Excellent communication skills with the ability to adapt to different audiences. - Strong organisational skills with the ability to manage multiple tasks and competing priorities. - Ability to create engaging digital content and identify opportunities to improve communications. - Good attention to detail, ensuring accuracy in communications and published materials.	- Ability to analyse information and produce reports using engagement and performance data. - Basic understanding of digital marketing principles and social media analytics. - Ability to identify creative opportunities to increase engagement, awareness and fundraising income.	Application Form, Interview

Ideal Candidate

Attribute	Essential Criteria	Desirable Criteria	How Identified
Disposition, Attitude, Judgement	• Friendly, approachable and confident in engaging with people from a wide range of backgrounds • Creative, enthusiastic and proactive, with a willingness to contribute fresh ideas and identify opportunities to improve communications, engagement and fundraising activities. • Positive, adaptable and resilient, with the ability to work effectively in a busy and changing environment. • Able to use initiative and work independently whilst recognising when guidance or support is required. • Flexible in their approach to work and willing to support activities outside of their immediate responsibilities when required. • Committed to equality, diversity and inclusion, treating all individuals with respect and dignity.	• Ambitious and keen to develop a long-term career within the charity, communications, fundraising or community engagement sectors. • Confident speaking to individuals and groups, acting as a positive ambassador for the organisation. • Passionate about supporting communities and committed to the values and mission of the organisation.	Application Form/ Interview
Other	• Willingness to undertake a basic Disclosure and Barring Service (DBS) check • Ability to travel around the area in accordance with work requirements • Flexible approach to working hours (including occasional evenings and weekends) • Must be eligible to work in the UK		Application Form/ Interview, DBS check/ Documentation

Additional information

Rehabilitation of Offenders Act 1994 (Exceptions) Order 1995:

Because of the nature of the work, this post is exempt from the provisions of Section 4(2) of the Rehabilitation of Offenders Act 1994 (Exceptions) Order 1995. Applicants for posts are not entitled to withhold information about convictions which for other purposes are “spent” under the provisions of the Act and in the event of employment any failure to disclose such convictions could result in disciplinary action or dismissal by (HALE). Any information given will be completely confidential and will be considered only in relation to an applicant of a position to which the order applies.

Health & Safety:

Work within and implement the Health and Safety Policy and Procedures of KHL having regard to the duty of care to avoid injury to yourself and others. The post holder will take all reasonable steps to ensure the safety of volunteers and service users and will liaise with the Board of Trustees on issues affecting health and safety.

Equal Opportunities:

Work within and implement the Equal Opportunities Policy and Procedures of KHL.

Confidentiality:

Ensure that information relating to participants remains confidential in line with KHL’s Confidentiality Policy.

Environmental Responsibility:

All post holders are required to carry out their duties in line with the Environmental Policy of KHL

Safeguarding:

To report any safeguarding issues to a KHL Manager as soon as is possible and in line with the KHL Safeguarding Adults Policy and the KHL Child Protection and Safeguarding Children’s Policy. To complete or provide a DBS check (Disclosure and Barring Service), formally called CRB in-line with the DBS regulation.

How to apply...

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**For more information,
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01535 677177



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