

Communications & Marketing Administrator

Additional information

My Home Life England

School of Health and Medical Sciences

www.citystgeorges.ac.uk

January 2026



Athena
Swan
Bronze Award



Role Profile

Post:	Communications & Marketing Administrator (part time)
Department:	My Home Life England
School:	School of Health and Medical Sciences
Grade:	4
Tenure:	Part time 0.6 FTE. Fixed term until end of July 2027
Responsible to:	My Home Life England Communications & Marketing Lead

Context

My Home Life England (MHLE) is an evidence-based initiative that supports quality of life in social care (<https://myhomelife.org.uk>).

We are part of City St George's, University of London, based in the School of Health and Medical Sciences, and also form part of the international My Home Life movement.

For nearly 20 years, we have worked alongside care services to support and develop the social care sector. We are a small team that has a big impact.

Our mission

To improve quality-of-life for people receiving care and those who support them, by empowering confident care leaders, improving care experiences and creating sustainable care systems. We do this through our professional development programmes for care leaders, innovative research projects to support the sector, and community engagement initiatives.

Our work

Working across England, we support care leaders (including from care homes, homecare, and supported living services) to grow their leadership skills and professional confidence. This empowers them to lead strong teams and deliver great quality care, whilst also looking after their own wellbeing.

Our research shows that when care leaders have the right support and development, it creates a positive ripple effect through their care service, leading to:

- Stronger, more engaged teams
- Better outcomes for people receiving care and support
- Positive care cultures
- A more resilient social care system

Our values:

- Collaborative
- Relational
- Curious
- Focused
- Aspirational

Four key frameworks underpin our approach – working together, building good relationships, being positive, and having open and caring conversations – values that help us bring people together to create lasting, positive change in the way that care is delivered.

Job Purpose

The Communications & Marketing Administrator will work alongside our Communications & Marketing Lead to support our communications and marketing activities and help spread the word about what we do.

Your main responsibilities will include: supporting with content creation and creatively sharing our key messages and materials across different online and offline channels; gathering content and data to use in

our communications and marketing; and identifying ongoing opportunities to promote My Home Life England's work. In this role, you will work across the comms and marketing spectrum, including social media, content creation, e-marketing, writing, and our website, as well as attending events.

You will also support the successful delivery of our training and consultancy projects with care leaders across England, alongside other research and development projects, by providing routine administrative support to the team. As well as having excellent communication skills, you will be creative, organised, enthusiastic and a team player who has an interest in MHLE's mission.

Main Responsibilities

- Support with maintaining/growing MHLE's social media presence, including by contributing ideas for content, and planning, drafting, and publishing content to our social channels.
- Create (and support the creation of) visual assets, including video content.
- Draft clear and engaging copy that matches our brand tone of voice.
- Design creative outputs (including graphics, flyers and Canva content) that meets our brand guidelines and helps to communicate our key messages and new research/resources in a visual way.
- Regularly update My Home Life England's website via Wordpress.
- Speak to social care leaders who have participated in My Home Life England's programmes, and gather their stories and experiences, including impact data.
- Support the dissemination of My Home Life England's resources and research to the social care sector, including through email marketing (Dot Digital).
- Identify opportunities to further My Home Life England's mission, including collaboration and event/conference opportunities, and support with the administration associated with these opportunities.
- Maintain our database of contacts and imagery and ensure folders are up-to-date.
- Maintain clear lines of communication between the My Home Life England team, internal University departments, external suppliers, participants and commissioners of our programmes and general public enquiries.
- Provide general administrative support for My Home Life England's initiatives, including our programmes for care leaders.
- Input information about projects onto internal systems and management and budgetary spreadsheets when relevant.
- Assist with the arrangement of POs (purchase orders) and record/ forward invoices to the appropriate internal teams.
- Organise meetings, meeting rooms, refreshments, and travel if needed.
- Provide administrative support to quality assurance reviews, reporting metrics and processes.
- Attend, and occasionally take minutes of, internal team meetings.

General Administration

- Undertake general administrative tasks such as photocopying, filing and distribution of post as required
- Keep a stock record of our materials and resources, assist with printing and re-order when stocks are low.
- Assist in organising induction and office requirements for new starters
- Contribute to team discussions relating to the range of our activities
- Send out communications to our team, associates and networks as required.

Customer Service

- Deliver the highest level of customer service to all stakeholders, upholding the professional reputation of City St George's and of My Home Life England and its partners.
- Be pro-active in handling enquiries and actively support My Home Life England to ensure that needs are met and that high service standards are adopted.
- Provide accurate, thorough and informative information to the team and those we work with via face-to-face contact, email, letter and telephone.
- Work with the team when dealing with complex enquiries ensuring a quick response within agreed timescales.

School Specific Duties and Responsibilities

- Carry out School specific duties as required.

Additional information

- The post holder must at all times carry out their responsibilities with due regard to City St George's, University of London's Equal Opportunities Statement.
- The post holder must accept responsibility for ensuring that the policies and procedures relating to Health and Safety in the workplace are adhered to at all times.
- The post holder must respect the confidentiality of data stored electronically and by other means in line with General Data Protection Regulation 2018 (GDPR) the Data Protection Act 2018.
- The post holder must carry out their responsibilities with due regard to the non-smoking environment of City St George's, University of London.
- Workplace values:

The post holder will be expected to operate in line with City St George's workplace values which are:

- We care
- We learn
- We act

- At City St George's, subject to agreement, relevant Professional Services roles may work in a hybrid way, involving a mixture of working on campus and at home each week. City St George's vision for hybrid working is:

"To provide a framework for developing and implementing working practices that will enable colleagues to work efficiently and seamlessly, maintaining a high-quality service to students and other stakeholders, and bringing them some additional flexibility, where appropriate. Hybrid working gives us the opportunity to acknowledge the importance of promoting a balanced lifestyle, reinforce the importance of collaboration, and modernise how we use the workplace."

Where a hybrid working arrangement can be accommodated, it is expected that colleagues will spend the majority (at least 60%) of their usual working time on campus each week. Specific details will be discussed and agreed with the successful candidate. A hybrid working arrangement will not detract from any comprehensive induction, that will include relevant on-site activities.

Regardless of where colleagues are working, City St George's, University of London's premises will be their primary and contractual place of work.

- Sustainable Development

City St George's, University of London is committed to a policy of best practice to assist in building a sustainable way of life by taking a positive, solutions-orientated approach. All post holders are encouraged to contribute through their roles to improving the environment for City St George's and the wider community.

Details of policy, information and staff development supporting the policy on the environment and sustainability can be found at www.city.ac.uk/green-policies.

The above list is not exclusive or exhaustive and the post holder will be required to undertake such duties as may reasonably be expected within the scope and grading of the post. All members of staff are required to be professional, co-operative and flexible in line with the needs of the post, Department, School and City St George's, University of London.

Job descriptions should be regularly reviewed and at least prior to the annual appraisal, if applicable or on a regular basis to ensure they are an accurate representation of the post.

Equality, Diversity and Inclusion Statement (EDI)

City St George's, University of London is committed to promoting equality, diversity and inclusion in all its activities, processes, and culture for our whole community, including staff, students and visitors.

The university will meet its obligations under the Equality Act 2010 in recruitment and seek to eliminate discrimination on the basis of age, caring responsibilities, disability, gender identity, gender reassignment, marital status, nationality, pregnancy, race and ethnic origin, religion and belief, sex, sexual orientation and socio-economic background.

Selection and promotion criteria are kept under review to ensure that individuals are treated on the basis of the job requirements and on their relevant personal merits; and are not disadvantaged by conditions or requirements which cannot be shown to be justifiable. City St George's operates a guaranteed interview scheme for disabled applicants.

Person Specification

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Responsible to:	My Home Life England Communications & Marketing Lead

Criteria	Essential (E) or Desirable (D)	Method(s) of Assessment: Application (A), Interview (I) or Exercise (E)
<i>Qualifications and Knowledge</i>		
Educated to A Level or equivalent	D	A
<i>Experience</i>		
Experience of social media – planning and creating impactful content (including video), drafting social copy, scheduling posts - plus a demonstrable understanding of how to take a targeted approach for each channel	E	A/I/E
Design expertise, including experience of using design software, e.g Canva to make engaging, creative graphics and visuals	E	A/I
Experience of using Wordpress or similar CMS system to update a website	E	A/I
Knowledge and experience of email marketing platforms, e.g. Dotdigital, Mailchimp etc	D	A/I
Administrative experience in an office environment, including liaising with a range of internal and external stakeholders to reach a goal	E	A/I
Experience of using internal e-systems to support projects, including to raise and manage purchase orders and invoices	D	A/I
<i>Skills and Abilities</i>		
Strong verbal and written communication skills, and the proven ability to communicate effectively with a range of internal and external audiences	E	A/I/E
Time management skills, and the ability to prioritise tasks effectively in line with the team's needs	E	A/I
Well developed listening skills and the ability to empathise effectively with individuals, whilst maintaining professional boundaries	E	A/I
Excellent numeracy skills with confidence using Excel and databases, (alongside proficiency in other MS Office packages)	E	A/E/I
Ability to analyse problems and identify potential solutions within a team environment	E	A/I
<i>Other</i>		
An interest in the mission and vision of My Home Life England	E	A/I
The right to work in the UK – this role is not eligible for sponsorship	E	A/I

Salary and conditions of service

The salient features of Conditions for Clerical and Certain Related Administrative Staff are as follows:

- The salary will be in the range of **£30,378 - £31,236** per annum **pro rata (0.6)**. This is on Grade 4 of the salary scales for Clerical and Certain Related Administrative Staff.
- Annual Leave is 30 days, plus 8 statutory and 4 additional days during the Christmas holiday period.
- This role is fixed term until end of July 2027
- You will automatically be entered into the London Pension Fund with an option to opt out.
- All offers of appointment are subject to the University receiving satisfactory references and medical clearance.
- All posts at City St George's are subject to reasonable adjustment under the Equalities Act (2010).
- All appointments at City St George's are subject to a probationary period.
- The appointment is terminable by one months' notice on either side.

Further Information

City St George's operates a no smoking policy.

City St George's offers an excellent pension scheme, generous leave allowance, season ticket loan, a good working environment, and access to our student fitness and social facilities.

City St George's confirms its commitment to equal opportunities in all its activities. It is intended that no job applicant or employee will receive less favourable treatment on the grounds of political belief, sex, sexual orientation, disability, marital status, race, nationality, ethnic origin, religion, or social class. Selection and promotion criteria will be kept under review to ensure that individuals are treated on the basis of the job requirements and on their relevant personal merits, and are not disadvantaged by conditions or requirements, which cannot be shown to be justifiable.

If you have a disability and are interested in this post, your application is welcomed. For an informal discussion you may wish to contact the Recruitment Team on:

Telephone: 020 7040 3085
E-mail: recruit@city.ac.uk