



## Administrator Job Description (Band 5)

### Reports to:

The Executive Assistant to Board of Directors / CEO.

### Role Purpose:

The role primarily delivers all required administrative support to the wider ASI Wise team and operates flexibly and in collaboration with colleagues. The Administrator will play a key role in coordinating organisational events, managing external communications, and overseeing newsletter and social media content. This role ensures smooth event execution and strengthens ASI Wise's engagement with its audience through effective communication strategies. The focus will be on outward-facing communications, ensuring events, advertising, and stakeholder engagement are effectively managed, with newsletters and social media content supplied by therapist content creators.

### Key Responsibilities:

#### 1. General Administration

- Provides administrative support across the ASI Wise team.

#### 2. Events Management:

- Plan, coordinate, and execute online and in-person events, ensuring all logistical aspects are managed efficiently.
- Liaise with venue providers, speakers, and attendees to ensure seamless event delivery.
- Manage event registration via platforms such as Eventbrite.

- Set up and oversee Zoom sessions for webinars, workshops, and events.
- Track attendance and handle post-event follow-up communications.

### **3. External Communications:**

- Develop and maintain relationships with external stakeholders, including NHS teams, University partners, and other organisations.
- Ensure consistent and professional communication across all platforms.
- Coordinate advertising and promotional materials for events and organisational initiatives.
- Oversee public-facing messaging to ensure alignment with ASI Wise's strategic goals.
- Monitor and manage communication on Telegram to facilitate real-time engagement with stakeholders and members.

### **4. Newsletter Coordination:**

- Manage the distribution of newsletters, ensuring timely and engaging communication with ASI Wise's audience.
- Work with therapist content creators to source articles, updates, and announcements.
- Ensure newsletters are well-formatted, visually engaging, and aligned with branding.
- Track and analyse newsletter engagement metrics to improve performance.

### **5. Social Media Coordination:**

- Manage ASI Wise's social media presence, ensuring engaging and informative content is posted regularly.
- Oversee specialist content provided by therapists and ensure its effective distribution.
- Schedule and monitor posts across platforms such as LinkedIn, Twitter, and Facebook.
- Respond to inquiries and engage with followers to enhance community interaction.

## Key Skills and Attributes:

**Communication:** Strong writing and verbal communication skills for external engagement.

**Organisation:** Ability to manage multiple projects efficiently.

**Creativity:** A flair for coordinating compelling content for newsletters and social media.

**Attention to Detail:** Ensuring accuracy in all external communications.

**Tech Proficiency:** Experience with WordPress, Mailchimp, Active Campaign, Canva, Eventbrite, Zoom, Telegram, and social media scheduling tools.

## Qualifications and Experience:

### Essential:

- Experience in event management and external communications.
- Familiarity with digital content tools such as WordPress, Canva, and Mailchimp.
- Experience using Eventbrite and Zoom for event coordination.
- Experience managing communications via Telegram for real-time stakeholder engagement.

### Desirable:

- Experience within an educational or healthcare setting.
- Knowledge of sensory integration or related disciplines.

## Salary Range:

- Equivalent to NHS Band 5 (£28,407–£34,581 per annum).
- Hourly Rate: £17.50–£21.00 per hour, depending on experience and qualifications.
- Reflects level of responsibility, coordination of external communications, and event management duties.