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| **Guidance** |
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| A template must be completed for each Job Placement role that is being offered. For example, if the 30 Job Placements are split across two roles, clerical assistant and retail assistant, you need to complete two templates. |
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| DWP Bid Unique Identifier | To be completed by DWP only. |
|   |   |
| Job Placement title | Enter the title of the Job Placement you wish to fill. |
|   |   |
| Job Placement summary  | Enter a description of the Job Placement. Include details of the main responsibilities of the role and the key activities that will be carried out.  |
|   |   |
| Skills, experience and qualifications | Enter details of any skills, experience or qualifications that are preferred or required for the role. For example, a driving license. |
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| Job category  | To be completed by DWP only. |
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|   |   |
| Number of hours per week | Enter the number of hours per week.  |
|   |   |
| Working pattern and contracted hours (including any shift patterns)  | Enter the working pattern. |
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| Hourly rate of pay  | Enter the hourly rate of pay. If this will be the national minimum wage enter the wording: National Minimum Wage See www.gov.uk for further information on the National Minimum Wage. |

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| Details of employability support (training opportunities/mentor) | Kickstart participants must be provided with support to improve their employment prospects to help them move into long-term sustained employment. Describe what support will be offered. This may have been included in your application to Kickstart. Note: If this is being provided by an intermediary body you should enter this here. |
|   |   |
| Company name | Enter the company name for the Job Placement. |
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|   |
| Using the table please provide details for each Job Placement by location. If there is one location complete the first line only. | The employer Job Placement reference number (where applicable).The location and address where the Kickstart participant will be working.The contact details for each Job Placement.The preferred method that the applicant should contact you to apply, such as: email address for CVs, link to access an application form on your company's internet site, contact number and times to call if the application is to be made via telephone.The number of Job Placements per location.The maximum number of applicants you want DWP to refer to you. If known, indicate if public transport is available. If known, enter the anticipated start date/s. |
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| Closing date for applications | Enter the final date that you want to receive applications. |

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| DWP Bid Unique Identifier |  |
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| Job Placement title | Revitalising our Estuaries - Project Assistant - Marketing & Communications  |

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| Job Placement Summary |  |
| Groundwork is an environmental charity with a mission to mobilise practical community action on poverty and the environment. It is passionate about creating a society made up of vibrant, healthy and sustainable communities that have the resources and resilience to shape their own destiny. This Marketing Assistant role will be an important part of delivering this aim. As part of our regional charity with a £10 million annual turnover, you will help to develop and implement our new Revitalising our Estuaries (RoE) project which aims to protect and enhance our North East River Estuaries, fighting climate change and creating over 40 new jobs. This includes implementing the projects’ marketing and communications plan including digital marketing, online/social media and stakeholder engagement. The post holder will use initiative and creative flair to deal with a variety of marketing and communication tasks in a diverse, busy and exciting internal and external environment, ensuring deadlines are met whilst maintaining quality. RoE is an exciting new programme supported by the National Lottery (and DEFRA/EA) and their [Green Recovery Challenge Fund](https://www.gov.uk/government/news/40m-second-round-of-the-green-recovery-challenge-fund-opens-for-applications), a national multi-million pound boost for green jobs and nature recovery. The project will support nature and economic recovery in 6 areas across the North East as we recover from Covid and to help fight climate change . Project activity will take place from the Wansbeck & Blyth Estuaries in Northumberland to the, Tyne& Wear, Tees and Esk in North Yorkshire . It will deliver impressive, high profile habitat protection and creation schemes to help improve and save our estuary habitats and the wildlife found there. The Marketing Assistant role will cover the whole area, but be based from either Gateshead, Sunderland or Middlesbrough. This role will include remote working, office based meetings and on site sessions working alongside the project team and other Groundwork staff. Detailed knowledge of the area, river estuaries or habitat creation is not required. Rather, we are looking for someone with good marketing/ communications skills that can help to promote and celebrate the great work that the wider project team are doing. An interest in the environment/ Climate Action is desirable, but by no means essential. As part of Groundwork’s Kickstart development modules, training is available in marketing skills, community development, Carbon Literacy as well as anything else applicable. It will include opportunities to develop skills and experience in any specific areas of interest within Groundwork’s field of work; from Youth, Employment, Skills, to Community Activism, Health & Wellbeing or Landscape Improvement/ Nature Recovery Projects.**Key Responsibilities*** Provide marketing and communications support to RoE team as requested. Liaise with the Development and Marketing Teams to implement the marketing and communications plan for the Project.
* Develop and design appropriate internal and external marketing materials
* Seek innovative and creative solutions to marketing challenges
* Use social media accounts to promote engagement opportunities and promote project successes.
 | **Job Placement summary** – This is the main Job Description of the Job Placement on offer. Here you should include all the normal Job Description elements such as the details of the main responsibilities of the role and the key activities that will be carried out. ***Key tip***: this is the information our Work Coaches will use to discuss your role with the candidates, so make sure it’s easy to convey.  |

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| Essential skills, experience and qualifications | * Knowledge/experience of implementing and monitoring a successful marketing and communications project
* Strong IT/ design package skills such as Canva. Training can be provided
* |Knowledge/ skilled in designing/ implementing social media strategies for publicity & awareness on xxx platforms. Welcome to suggestions of others.
* Qualified to Degree/Diploma or equivalent in a relevant subject (Desirable)
* Excellent communication skills; face-to-face/ video call, written and presentations.
* Ability to maintain confidentiality at all times
* Ability to work on own initiative, taking responsibility for task.
 | Enter details of any skills, experience or qualifications that are preferred or required for the role. For example, a driving licence. ***Key tip:*** Please bear in mind that candidates for your roles are in the 16-24 age group and some may not have a lot of previous work history |
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| Job category (DWP use only) |  |  |
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| Number of hours per week | 25 | Please enter the number of hours you expect the Kickstart employee to work each week. ***Key tip:*** Please remember that you can extend Kickstart jobs beyond 25 hours per week but the wage support from the Government is capped at 25 hours |
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| Working pattern and contracted hours (including any shift patterns) | Approximately 6.25 hrs per day, 4 days a week, Monday to Friday. But this is flexible.  | This is where you enter the working pattern of the job. |
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| Hourly rate of pay | NMW | Please enter the hourly rate of pay. If this will be the national minimum wage enter the wording: National Minimum Wage (NMW). ***Key tip***: You set the rate of pay, subject to a minimum of the prevailing NMW. |

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| Details of employability support (training opportunities/mentor) |
| * Induction to Kickstart, the placement role and employer
* Support with interview preparation and back ground information of employer prior to interview
* Better off in work calculations and information on additional benefits
* Assessment of current level of skills and experience to support in developing training package in line with placement and long term job goal
* Project budget to provide specific training tailored to an individual’s needs
* Learning how to tailor CV’s to sector specific roles
* Support in the transition of starting the placement e.g. benefits, travel to work plans
* Regular 1 to 1 reviews with personal advisor to progress within the work placement and support in sustaining employment
* Understanding of H&S at work including Covid-19 awareness and provision of any COVID related PPE
* Relevant webinars to suit post holders interest
* Coaching/ support on personal development
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| Company name | Groundwork NE & Cumbria |  |
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| Closing date for applications | 13/09/21 | **-** Enter the final date that you want to receive applications. ***Key tip:*** Bear in mind that it takes around two weeks from the return of this template for us to populate our systems and begin to identify candidates for you.  |

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| Using the table on the next page please provide details for each Job Placement by location. |

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| Employer Job Placement reference (where applicable) | Job Placement location and address (including post code) | Contact details for the Job PlacementNameEmail addressTelephone | How to apply for the Job Placement | Number of Job Placements at location | Maximum number of referrals per Job Placement | Is public transport available? Yes/ No/ Don't know | Anticipated start date/s (if known) |
|  | Homebased or office based with flexible options including Groundwork NE & Cumbria, Union Depot Pegswood Village, Morpeth NE61 6RG orGroundwork NE & Cumbria, 6 Norfolk Street, Sunderland SR1 1EA orGroundwork NE & Cumbria, Linthorpe Cemetery Lodge, Burlam Road, Middlesbrough TS5 5APOccasionally on site at the Wansbeck, Blyth, Tyne, Wear, Tees and Esk estuaries (transport provided). | Hellen Hornby, Programme Development Manager. hellen.hornby@groundwork.org.uk 07548223545 | Application form | 1 | 20 | Yes – From Newcastle, Gateshead and surrounds. From Sunderland and surrounds. From Middlesbrough and surrounds | 27/09/21 |