

# **Project & Marketing Administrator Information for Candidates**

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## Letter from the President

Dear Candidate,

Thank you for your interest in Sangam Association of Asian Women, a not-for-profit charity based in Barnet established and managed by Asian Women.

For over forty years, Sangam has been at the forefront of hands-on community service. Established in 1971, it provided activities for the distressed immigrants of Asian origin, to socialise and integrate into their new society. Today, its core activity is still the Advice Centre and Counselling Services which provide free services at to all those in the wider community requiring help and guidance. The consistent high standards of the services and the dedication of the volunteers have made Sangam one of the most respected voluntary organisations in UK and recipient of the Queen's Golden Jubilee Award.

Sangam's aim has been to keep abreast with the ever-changing needs of the community and expand its services accordingly. We give advice on immigration, welfare benefits, debt to name a few, and have now added Counselling services for Domestic Violence and Mental Health sufferers, as well as, Personal Debt counselling. We serve almost 6000 clients a year at our purpose-built centre of which the halls are hired out to generate income. Our aim is to raise funds for these deserving services that help empower socially and economically disadvantaged people.

We have a new post of Project and Marketing Administrator to execute all projects and marketing the Sangam halls and conference rooms.

Sangam is proud to confirm that we successfully meet the requirements and have the OISC Certification and the Advice Quality Standard Certification.

Working alongside a committed and experienced team of advisors, you will bring experience and professionalism to this role. If this opportunity inspires you and you have the relevant experience and excellent communication skills then we look forward to hearing from you.

**Sudha Sanghani**

President  
Sangam Association of Asian Women

## About Sangam

Sangam, a rare association in the not-for-profit sector, is managed by Asian women volunteers. It is now into its 40th year, and its purpose-built centre into its 20th year. Sangam was honoured to have The Centre inaugurated by the late Diana, Princess of Wales, in 1991.

Established in 1971 to help the influx of immigrants from East Africa who felt isolated and distressed, it provided activities for them to socialise and integrate into their new society. Today, its core activity is still the Advice Centre, which provides free services to all those requiring help and guidance. The consistent high standards of the services and the dedication of the volunteers have made Sangam one of Barnet's most respected voluntary organisations. It has been at the forefront in providing the much needed support and help to the wider community.

Sangam has kept abreast of the ever-changing demands and needs of the community at large by providing different aspects of services. By researching and reaching out to the community, Sangam has got much needed funding for projects such as Domestic Violence Counselling for women, men and young people and the Young Dragons, a programme specifically aimed in developing and improving core life skills for young people aged between 15 and 25 years.

In 2006, Sangam was a proud recipient of the Queen's Golden Jubilee Award, a jewel in Sangam's crown, which has served to raise the profile of Sangam nationally for voluntary services.

What make Sangam exceptional is its neutrality, independence and self-reliance. Sangam's Advice Centre is largely funded by hiring out its halls and facilities. It is secular, non-political and open to all regardless of race, gender or disability. The impact to the society can be felt through the comments of appreciation by the clients who come to our advisors and counsellors. More than 6000 people a year are served by Sangam's Advice Centre, aptly considered by the local population as a pillar of the Barnet community.

The kind message from the Home Office on behalf of the Prime Minister read out on Sangam's 25th Anniversary sums up all: "One of Sangam's strengths is that it is managed by Asian women and so will provide a service sensitive to the needs of a group not always well-served by mainstream services. However it is to Sangam's credit that it is open to all – an example of social inclusion at its best".

## Role Description

<b>Position:</b>	Project and Marketing Administrator (PMA)
<b>Hours per week:</b>	35 hours (alternate Saturday mornings)
<b>Salary:</b>	£16,000 - £17,500 pa (Depending on experience and skills)
<b>Contract:</b>	3 years
<b>Reporting to:</b>	Charity Manager
<b>Closing Date:</b>	27 <sup>th</sup> October 2017

## Purpose

The PMA will provide support and create balance in the time and scope of executing all projects and marketing the halls and conference rooms for hire at the Centre under the direct supervision of the Centre Manager. The post is project based and is for a term of 3 years.

## Responsibilities

The major duties, tasks and responsibilities will include:

- Write letters and send them to appropriate bodies, and receive incoming mails;
- Create specific strategies for easier and effective execution of projects;
- Keep records of all information related for projects for documentation, clarification and presentation to management;
- Organizing market research for hall hire and conference rooms;
- Helping to drive online traffic with web-related campaigns;
- Writing online content;
- Communicating with clients; and
- Other duties in relation to the above.

## Person Specification

- Excellent skills with Microsoft Word Office, Excel, PowerPoint, Outlook etc.(E)
- Ability to pay attention to detail (E)
- Ability to communicate effectively at all levels (E)
- Ability to manage own time, prioritising and organising work appropriately (E)
- Display a positive and flexible aptitude to teamwork. Demonstrate initiative and imagination (E)
- Experience of working in a similar role (E)
- Experience of writing communications (D)
- Knowledge of marketing techniques (E)
- Ability to make decisions and use own initiative (E)
- Creative, come up with ideas (D)
- Prepared to learn new skills (D)
- Willing to participate in presentations (D)

## How to Apply

Candidates need to fill in the attached application form.