



## **SOCIAL MEDIA AND COMMUNICATIONS COORDINATOR**

7 hours per week. £4,800 Pro rata (£24,000 fte)

### **About us**

Ecas is an Edinburgh based charity and was established over a hundred years ago. The charity works to improve the quality of life of physically disabled people, principally in the Edinburgh and Lothians area. Currently, Ecas organises various activities, provides a befriending service and operates a small grants scheme with the opportunity of policy work undertaken on a needs basis.

It's an exciting time to join Ecas. Following a comprehensive organisational review, Ecas is committed to engaging with younger disabled adults between the ages of 18-40 to ensure it continues to support and provide services that are responsive and tailored to meeting the needs of all physically disabled adults. To achieve this aim, Ecas will look to engage directly with potential service users to better understand the barriers faced by younger disabled people in accessing services and identify gaps in current service provision. Ecas will look to introduce two new activities depending on the responses received.

Research identified a need in supporting young adults in transition between the ages of 18-25. A key part of ensuring youth engagement has been to review Ecas' branding and communications strategy, including Ecas' online presence. A redevelopment of Ecas' website is already underway.

### **Job Description**

Ecas is looking for a part-time (7 hours per week) Social Media and Communications Coordinator to join our small office team. The successful candidate will help set up and manage social media platforms, update our website and create impactful and engaging content.

To carry out this role successfully you will have a solid understanding of the use of a range of social media platforms. You will have strong editing and writing skills suitable for each platform using effective storytelling techniques. An ability to craft videos and understanding of analytics is desirable but not essential. Knowledge and understanding of disability, social inclusion and equality issues is essential to this role.

Additional budget has been allocated for the successful candidate to set up social media platforms and help with the development of Ecas' new website. Working extra hours over the contracted 7 hours per week will be required in the first few weeks of appointment. Specifics to be discussed at interview.

**Principle Duties:**

To support the development of Ecas Youth Services by creating impactful and engaging content across various social platforms and updates to Ecas' website.

To set up suitable social media platforms to target younger physically disabled adults and support continued engagement with Ecas' current client groups.

To build and execute a social media strategy in liason with the Chief Executive and Youth Outreach Worker (yet to be appointed).

Provide regular status reports on all social media/website activity to the Chief Executive.

**Set up and preparation:**

Review current social media provision (Ecas YouTube channel and Befriending Facebook page) and update as required to align with new social media strategy.

Conduct a full review of archived Ecas media, (photos, videos, promotional material) and content from Ecas' current website. Provide recommendations of what content and media can be used in future social media posts and new Ecas website.

**Detailed duties:**

To build and execute a social media strategy with a primary focus of engaging younger physically disabled adults in transition aged between 18-25. The strategy will have the flexibility to engage existing service users and support volunteer recruitment for the befriending service.

To create engaging impactful and engaging content for use across a range of social media platforms and Ecas' website. This may include filming and editing video for online use. All content must abide by Ecas' social media guidelines (currently in development).

To collaborate with Ecas staff to create and promote marketing materials.

To attend any relevant staff training that Ecas recommends is necessary.

To publicise Ecas services wherever appropriate.

To maintain effective administration records relating to your role.

To be primarily self-servicing including word processing letters and reports.

As a member of a small office team assist in other reasonable tasks as required.

To comply with Ecas staff policies.

## **SOCIAL MEDIA AND COMMUNICATIONS COORDINATOR TERMS OF APPOINTMENT, QUALIFICATIONS AND EXPERIENCE REQUIRED, AND APPLICATION PROCESS**

### **Terms of appointment**

- The post is part-time for 7 hours per week. Ecas operates a flexi-time system.
- The full time equivalent (fte) salary will be £24,000 and the salary paid will be *pro rata* based on 7/35 fte.
- There will be a probationary period of 6 months.
- Holiday entitlement is *pro rata* based on 30 days (which includes statutory holidays) fte.
- There is an optional contributory pension scheme after 3 months. Candidates should note that Ecas is subject to pensions auto-enrolment.
- The appointment will be subject to membership of the PVG Scheme.
- The appointment will be subject to medical checks.
- The place of work will be Norton Park, 57 Albion Road, Edinburgh EH7 5QY.
- Lone working may be required, a lone working policy is in place.

### **Essential qualifications, skills and experience**

- Experience in building and executing a social media strategy across a range of platforms.
- Knowledge and understanding of disability, social inclusion and equality issues.
- Experience of updating websites and creating suitable content.
- Strong editing and writing skills suitable for each platform, from knowing how to write a successful tweet or post to using effective storytelling techniques.
- Excellent interpersonal skills and the ability to communicate effectively with people at all levels, both verbally and in writing.
- Ability to maintain a professional manner whilst using tact and diplomacy.
- Ability to use own initiative and organise own work efficiently, in consultation with the Chief Executive.
- Collaborate with Ecas staff to create and promote marketing materials.
- Computer literacy, including email, Word and ability to update databases.
- Ability to travel throughout Edinburgh for the purposes of capturing content.

### **Desirable qualifications and experience**

- Experience of working with people with physical disabilities, as an employee or a volunteer.
- Experience of working in the voluntary sector.
- Experience of using Wordpress software.
- Experience of filming and editing video content for online use.
- Good analysis skills with the ability to draw and use data to influence future campaigns.

### **Application process**

To apply for this post, please send us your C.V. with the names of two referees. Please also send a covering letter (preferably 1 side, but maximum 2 sides, of A4 with minimum 11 font) making clear how you meet the skills and experience required, and saying why you consider you would be suitable for the post. Referees will not be contacted until an offer has been made and accepted.

We value diversity, promote equality and encourage applications from people of all backgrounds.

**The closing date is 10am on Tuesday 18<sup>th</sup> December 2018. Interviews will be held on Wednesday 9<sup>th</sup> January 2018.**

### **Applications should be sent to:**

Ally Irvine, Chief Executive

Email: [info@ecas-edinburgh.org](mailto:info@ecas-edinburgh.org)

Address: Norton Park, 57 Albion Road Edinburgh, EH7 5QY