

Job Description: **Marketing and Communications Officer**

Hours of work:	Full time (35 hours per week)
Salary:	£20,871
Location:	Glasgow
Holidays:	26 days per annum plus 10 public holidays
Pension:	Optional group pension scheme based on employer contributions of 3.5-5% (depending on employee contribution) after three months
Reporting to:	Policy and Communications Manager
Contract:	Fixed term until 31 March 2020 with a view to permanent, subject to funding

Background:

Established in 1998, Staf (Scottish Throughcare and Aftercare Forum) is a membership organisation for all those working with young people leaving care. Staf is a national organisation which represents all 32 Local authorities in Scotland and is funded by membership fees, Scottish Government and other major charities. At the centre of all our work is the voice of young people leaving care and making the change that will allow them to live happy successful lives on their own terms.

Main Function:

As Marketing and Communications Officer you will have a gregarious personality with a passion for engaging with people. An excellent skillset in all areas of marketing is key, with the ability to pick up the phone and engage members, potential members, potential sponsors as well as a wide range of stakeholders being crucial.

The role involves working as part of the Policy and Communications Team in creating campaigns to increase attendance at events; promoting our policies and projects; increasing membership; and monitoring and increasing member engagement. Additionally you will play a key role in communicating the voice of the young people and workers, and sharing Staf's research and news.

Specific Duties:

1. Support the Policy and Communications Manager in creating and delivering campaign plans to:
 - a. Increase Staf's brand awareness and public image.
 - b. Increase Staf's membership.
 - c. Increase awareness and therefore attendance at all Staf events.
2. Use social media channels effectively and responsibly, encourage other staff members in the use of social media and promoting its use at all of our events.

3. Regularly engage with our members through email, social media, telephone and face to face. This will include keeping Staf's membership database up to date, enabling effective and proactive engagement in all areas of Staf's work.
4. Monitor membership engagement and devise plans for re-engaging members who have not been involved in any Staf activity for some time.
5. Act as a central point for membership enquiries, information and support requests.
6. Identify and follow up on leads/opportunities for potential new members both electronically, on the telephone and face to face.
7. Identify and follow up on leads/opportunities for potential sponsorship.
8. Support projects by creating and communicating key outputs for a variety of audiences.
9. Ensure the Staf website is kept up to date, current and engaging for a wide variety of audiences and that all online platforms are kept updated with current event information.
10. Support the Policy and Communications team in the production and distribution of our regular newsletter.
11. Support the production of photography, videography and podcasts to promote the work of Staf.
12. Work as a key member of Staf team and undertake other relevant duties as may be required from time to time by the CEO.

Skills and Abilities	Essential	Desirable
1. Excellent interpersonal skills and ability to communicate effectively with internal and external stakeholders through high quality written communications and picking up the telephone.	√	
2. Ability to identify opportunities and take appropriate action to convert these into tangible outcomes.	√	
3. In depth understanding of social media tools.	√	
4. In depth knowledge of marketing channels and ability to identify those with most benefit to Staf.	√	
5. Excellent organisational skills and the ability to manage a wide range of tasks with competing priorities and deadlines.	√	
6. Excellent skills in a range IT packages in particular Microsoft Excel, Word, PowerPoint, Publisher, Outlook, Eventbrite and Salesforce.	√	
7. Demonstrable high level attention to detail, accuracy and timeous completion of tasks	√	
8. Able to think both creatively and analytically.	√	

9. Creative approach to problem-solving.	√	
10. Able to produce great copy and tell a compelling story.	√	
11. Ability to create high quality graphics, documents, publications and infographics.		√
12. Ability to produce photographs, videos and podcasts.		√
13. An understanding of the challenges that face young people in and leaving care, as well as those who support them.		√
14. Experience of supporting volunteers (paid and/or unpaid)		√

Experience and qualifications

Relevant Degree (Communications/Marketing) or equivalent professional experience