

Digital and Communications Support Officer

POST	Digital and Communications Support Officer
EMPLOYER	VOCAL (Voice of Carers Across Lothian)
SALARY	SCP46. £14.47 per hour. £26,300 per annum (pro rata) VOCAL will match up to 6% pension contribution
HOURS	24 per week with some evening and weekend work 32 days paid leave plus 4 public holidays (pro rata)
LOCATION	The post holder will work across Edinburgh and Midlothian based at VOCAL's Edinburgh Carers Hub, 60 Leith Walk, EH6 5HB

VOCAL is a carer-led organisation employing 50 staff, supported by a team of nearly 50 volunteers, who are based at the Edinburgh Carers Hub and Midlothian Carers Centre, and within several health and social care settings across Edinburgh and Midlothian. VOCAL communicates with over 10,000 carers annually, utilizing a range of platforms and media, and works with partners across all sectors to improve carer awareness and identification.

Purpose of the post

This role will provide communications support and IT administrative functions within a multidisciplinary team with external and internal dimensions, responding to expansion of carer support as a result of new statutory contracts and social enterprising initiatives. The external focus of this team is to develop and expand VOCAL's reach to increase carer awareness and identification, promote carer engagement and VOCAL's services and to build cross sector partnerships and synergies. Internally, this team provides leadership in areas of digital transformation and staff upskilling, ICT infrastructure, data management and information governance.

The post holder will work closely with VOCAL's Head of Communications and Digital to support the implementation of VOCAL's communications and digital strategies through the:

- production and design of VOCAL's print and digital assets and information resources
- writing of content for key internal and external publications and digital platforms
- daily updating and monitoring of VOCAL's social media platforms and websites
- delivery of website and social media training to VOCAL staff, volunteers and partners
- provision of administrative functions for communications activities
- provision of administrative functions associated with VOCAL's internal technology and digital systems, in particular Office 365 and SharePoint environment.

VOCAL values

- We are carer-led and engage carers in all aspects of our work
- We recognise and advocate for carers as equal partners in care
- We support carers to:
 - build on their strengths and skills
 - identify and achieve their outcomes
 - strengthen their resilience
 - improve their quality of lives
- We believe in diversity, equality of opportunity and choice
- We promote transparency and honesty
- We treat people with dignity and respect
- We create opportunities for innovation, creativity and enterprise
- We seek to work in partnership around agreed outcomes

Improved outcomes for carers

The post holder will contribute to the following outcomes for carers.

Carers will report:

- being better informed about issues linked to their caring role
- improved confidence in their ability to shape services and support
- improved confidence in managing their caring role
- improved physical and mental wellbeing
- improved confidence in their ability to deal with the changing relationships
- improved economic wellbeing
- improved social wellbeing
- improved personal safety

Person Specification

The post holder is expected to evidence and demonstrate the following **essential**:

Experience

Post holder will demonstrate previous experience in:

- Using the following software/applications:
 - Using main social media channels (e.g. Facebook, Twitter, LinkedIn)
 - Using Adobe Creative Suite (or equivalent) including InDesign, Photoshop
 - Using video editing software
 - Using CRMs to manage contacts
 - Using Office 365 suite
- Using HTML and website management systems (e.g. WordPress) and email marketing packages (Mailchimp)

Knowledge

Applicants will demonstrate:

- Practical and applied knowledge and understanding of:
 - design of digital and printed assets (e.g. leaflets, videos, newsletters, posters)
 - social media
 - website management
 - email marketing
- Understanding of issues affecting carers

Skills

Applicants will demonstrate:

- excellent IT and communications skills
- ability to work on own initiative and take direction
- good teamwork and ability to form effective working relationships
- ability to plan and manage a varied workload whilst working to deadlines
- strong writing and verbal skills

Qualifications

- Educational qualifications which may include qualifications in digital media or design to university degree level, or other relevant qualifications.

Desirable

- Working knowledge of data protection and GDPR guidance
- Experience in SharePoint administration and Azure directory
- Experience in use of data analytics and visualisation tools
- Experience working with volunteers

Job Description

1. Production and design of VOCAL's print and digital assets and information resources

- Support the production and distribution of VOCAL's Carers News, Welcome Pack and other key digital and printed information resources and publicity material
- Support the creation and distribution of regular e-bulletins, social media assets and promotional material
- Create and/or source suitable images and video assets

2. Writing of content for key internal and external publications and digital platforms

- Support the sourcing and editing of content for VOCAL's websites and publications
- Support the writing and editing of social media content
- Support the writing of press releases and briefings

3. Daily updating and monitoring of VOCAL's social media platforms and websites

- Monitor and update all VOCAL's social media platforms
- Update VOCAL's website with news items and features
- Monitor online activity for out-of-date/inaccurate information
- Support engagement with carers via social media
- Actively engage with key partners and relevant social media groups
- Provide regular weekly analytics across all digital platforms

4. Delivery of website and social media training to VOCAL staff, volunteers and partners

- Support internal staff/volunteer training in social media or updating of website
- Support the delivery of training to external partners in use of VOCAL's websites

5. Provision of administrative functions for communications activities

- Maintain and update key communication contacts utilising VOCAL's CRM
- Work with key managers to ensure effective use of data segmentation and mailing lists to target distribution of publicity and carer information
- Audit VOCAL's printed stock and monitor supply and adherence to quality assurance
- Act as a point of contact for VOCAL's external print suppliers
- Ensure effective monitoring and distribution of press and media activity
- Support data and information governance through regular auditing of digital/print assets and compliance with internal guidelines.

6. Provision of administrative functions associated with VOCAL's internal technology systems, in particular Office 365 and SharePoint environment

- Support the regular updating and enrolment of hardware and mobile devices
- Support the ordering and purchasing of ICT equipment
- Undertake regular housekeeping on VOCAL's SharePoint sites to ensure compliance with guidance
- Support the updating of VOCAL's user accounts

General Duties

- Contribute to VOCAL's quality assurance frameworks in all areas of practice
- Comply with VOCAL's policies and procedures
- Participate in relevant staff team meetings
- Carry out other non-recurring duties as arise from time to time, and occasionally provide cover during the absence of team members

Accountability, Management and Development

The post holder will benefit from a structured induction programme within the first month of appointment, followed by a six month's probation period.

The post holder will ultimately be accountable to the Board of Directors. For line management, supervision and support the post holder will report to VOCAL's Head of Communications and Digital.

VOCAL acknowledges its responsibility to help identify training needs of staff and to allow reasonable time and resources for staff training, where such training furthers the duties and responsibilities of the post.

The post holder will be based at the Edinburgh Carers Hub, but will be expected to carry out a range of duties at different locations in Edinburgh and Midlothian.

The post holder will be expected to carry out the duties of this post with due regard to Equal Opportunities and non-discriminatory practice.

Conditions of Service

- The post is initially advertised at 24 hours per week.
- There is a six month probationary period.
- The post holder qualifies for 32 days annual leave and statutory holidays on a pro rata basis
- The employer is committed to meet a 6% pension contribution.
- VOCAL offers childcare vouchers and is implementing a cycle-to-work scheme.