

## Job Description

### JOB DETAILS

<b>Job title: Engagement Officer</b> <b>Permanent (part-time 21 hours per week) –</b> <b>Fixed Term until July 2022 (possibility to extend</b> <b>– funding dependent)</b>	<b>Salary: £25,000 per annum (pro rata)</b>
<b>Location: Edinburgh</b>	<b>Closing date: Friday 30<sup>th</sup> April at 4pm</b>

### JOB PURPOSE

Dr Bell's Family Centre has been supporting families in Leith since 2006. By offering a welcoming, safe place where families with young children can get support, advice and encouragement, we help remove barriers for families who already face multiple socio-economic challenges.

We work with parents and children together and separately with a holistic approach to improve their overall wellbeing through offerings such as:

- workshops and drop-in sessions focused on health
- counselling sessions and groups to help parents learn coping mechanisms to relieve stress and mental health issues
- parenting support groups to help parents build confidence and become part of their community
- crèche spaces to provide stimulating and developmentally appropriate environments for children
- nutrition and cooking classes for families and groups of families to promote healthy choices and bring together the community for meals, support, and networking.
- volunteer and student placement opportunities to help increase employability skills
- working with multiple organisations and partners to deliver an extensive programme of offers and services.

Our vision is for families in Leith to thrive, feeling safe, supported and healthy. We seek to improve and enhance the quality of the lives of families and children that use the crèche, cookery classes, counselling services, groups and holiday activities. We strive to be a one-stop-shop where families can get what they need under one roof, and to make sure that the services provided locally are the ones that are needed. We believe in asking local people what they want. Dr Bell's Family Centre is for everyone. However, we believe that the most vulnerable families should get the most support.

This is an exciting time to join the Dr Bell's team as we expand to meet new challenges. We are seeking a dynamic and motivated individual, with some experience in communications, marketing or media who would appreciate the opportunity to develop their skills and take on greater responsibility. You should be a self-starter who also works well within a team to deliver great results against our targets.

### ORGANISATIONAL STRUCTURE

You will work alongside our team at our Edinburgh office in North Leith, with some home working. The team currently consists of Centre Manager, Development Worker, Childcare Manager, Childcare Practitioners and Fundraising Officer. This new Engagement Officer role will report directly to our Centre Manager. This role oversees the management of our volunteer and student placements.

## KEY RESPONSIBILITIES

You will work alongside our small team to support the implementation of an effective communications and volunteer strategy that raises the profile of the charity in order to increase reach and engagement.

### Communications

- Working with external contractors, lead on the production of marketing materials, and coordinate photography, print and distribution of publications ensuring that all collateral meets brand guidelines.
- Design simple publications, such as flyers and posters, using Adobe InDesign.
- Support the maintenance, development and creation and updating of content for Dr Bell's website and social media channels, including copywriting, photography and video.
- Support delivery of key internal communications plans to staff and volunteers.
- Manage media, parliamentary and social media monitoring to help effectively respond to relevant issues, identify potential new opportunities and reputational risks, and agree action required to minimise impact.
- Source, collate and create content for internal and external e-newsletters.
- Work with our Fundraising Officer to develop case studies and stories for our blog, social media, PR and external stakeholders, as required.

### Volunteering

- Managing and supporting prospective and current volunteers and student placements
- To promote, publicise and raise awareness of volunteering opportunities.
- To recruit volunteers with a broad range of skills, abilities and experiences who can get involved at all levels of the organisation.
- To compile reports, keep statistics and document the involvement and development of volunteers.
- To provide ongoing support and supervision for volunteers and encourage their personal development.

### Other

- Attend relevant internal and external meetings as appropriate
- Attend training to increase professional knowledge and skills necessary for effective performance of the role
- Maintain an awareness of own and others' Health and Safety and undertake risk assessments for events
- Undertake all other reasonable activities as directed to meet the needs of the charity

## **AUTHORITIES AND LIMITATIONS**

- Centre Manager will be responsible for setting and reviewing your work.
- There are no financial authorities for this role.
- You will have regular support and supervision meetings.
- You will be appointed on an initial three-month probationary period.

## **KNOWLEDGE, SKILLS, QUALIFICATIONS, COMPETENCES**

### **Essential**

- Excellent oral and written communication skills
- A strong attention to detail and ability to fully complete tasks including proof reading
- Strong interpersonal skills and the ability to work effectively with a range of people
- Excellent organisational skills
- Excellent time management with the ability to meet tight deadlines, manage multiple projects and work at pace
- A good understanding of communication and marketing principles
- Experience of using design and creative programmes to create material such as Adobe Creative Suite and other online platforms such as Canva
- Ability to work effectively as part of a team and on your own initiative

### **Desirable**

- Qualified to a degree level
- Experience of working in a charitable organisation
- Experience of working in a communications role (paid or voluntary)
- Experience of volunteer development
- Experience of recruiting, training and supporting volunteers
- Experience of WordPress websites
- Experience of working with Scottish media
- Knowledge of GDPR guidelines
- Driving licence

This post is subject to a Disclosure Scotland check.