Job Title Communications and Marketing Manager

Salary Grade 7 (£43,200 - £48,000)

Location SCVO staff are currently working from home. When our offices reopen, this post could be based from Edinburgh, Glasgow or Inverness

1 Introduction and background

SCVO believes the voluntary sector is vital to Scotland’s economy and society. We support the sector to achieve its ambitions through delivering services, giving the sector a voice at a national level and promoting and supporting innovation and improvement. Our purpose, therefore, is to support, promote and develop a confident, sustainable voluntary sector in Scotland.

Our values are the foundation of how we act individually and collectively as SCVO staff members. We are:

* Accountable and committed
* Responsive
* Supportive
* Progressive
* Bold

Equality, diversity, and inclusion at SCVO

SCVO wishes to increase the diversity of its staff and welcomes applicants from all communities, particularly from people with disabilities and people from black and minority ethnic communities, currently under-represented within SCVO. SCVO offices are currently closed, when open they are fully accessible.

2 Job purpose

Charities, voluntary organisations and social enterprises play a critical role in the lives of people and communities across Scotland.

This is a new role to grow and develop SCVO’s communications and marketing team. We’ve got big plans to ramp up our membership marketing to help current members make more use of the benefits that membership offers, and to help us recruit and support lots of new members too. We also want to take a more proactive and coordinated approach to marketing our services, so we can generate precious income to help us support the sector even more.

It’s a small team with a big remit, so we’re looking for a great people manager with marvellous marketing skills to help us shine. You will lead the team and work with colleagues across SCVO to help achieve SCVO’s ambition to support Scotland’s vibrant voluntary sector.

3 Person specification

The post holder will be expected to demonstrate the following range of skills and experience on a regular basis:

**Essential**

* Relevant qualification and at least 5 years’ experience in communications and/or marketing role
* Excellent written and verbal communications
* Experience of planning and delivering effective marketing campaigns, including hands-on experience of using CRM systems, and digital marketing tools and techniques
* Solid all-round communications experience including corporate communications, media relations, digital and social
* Experience of strategic planning and budget management
* Excellent personal planning and project management skills, with an ability to multi-task and adapt quickly to changing circumstances
* A confident and collaborative approach
* Strong values aligned with those of SCVO
* Excellent people management skills – including coaching and mentoring approaches

**Desirable**

* Experience of working in a membership organisation
* An understanding of the role and potential of Scotland’s voluntary sector, and an appreciation of the challenges and issues facing the sector

1. Specific duties

The post holder will be responsible for:

* Managing SCVO’s communications and marketing team to deliver corporate communications that promote and enhance SCVO’s reputation and demonstrate SCVO’s impact – specific areas of focus include membership, business development, policy and public affairs, and the Gathering and Scottish Charity Awards
* Overseeing SCVO’s in-house design service, championing our newly refreshed branding and embedding it into our day-to-day communications and marketing activity
* Leading on membership marketing activity, with a focus on member retention and acquisition, working closely with Membership Development Manager to develop and deliver a marketing strategy and plan
* Leading on marketing campaigns to promote SCVO products and services, working closely with SCVO’s Business Development Manager to agree priorities and approach
* Coordinating communications and marketing activity across SCVO in line with the communications and marketing strategy and brand guidelines to ensure consistent and effective marketing of our work

5 Other duties

Any other general duties as may be required by the line manager.

6 Location and accountability

SCVO staff are currently working from home. When our offices reopen, this post could be based from Edinburgh, Glasgow or Inverness. The post holder will report to Ann Rowe, Head of Communications & Marketing.

7 Further Information

Informal discussion of this position is welcome. Potential candidates looking for further information should contact Ann Rowe, [ann.rowe@scvo.scot](mailto:ann.rowe@scvo.scot)

SCVO offers flexible working from day 1 of employment, including part-time working or job sharing as well as other flexible working options. If you would like a copy of SCVO’s equality, diversity and inclusion policy, please contact hr@scvo.org.uk or 0131 474 8004.

8 To apply

Please e-mail your application to [recruitment@scvo.org.uk](mailto:recruitment@scvo.org.uk) by 12 noon on the closing date.

Closing date: Wednesday 19th May 2021

Interviews: Wednesday 26th May 2021

9 Major terms and conditions

A full package of Terms and Conditions is available. Key features include:

Salary: Grade 7 (£43,200 - £48,000)

Annual leave: 28 days plus 6 public holidays (prorata)

Cost of living increases: on 1 April each year

Pension: SCVO offers a Defined Contribution Pension Scheme   
to its staff. Employee contributions are 6% or 3%, SCVO contributes 9% or 4.5%. A salary exchange option is available.

Probationary period: 6 months

Hours: 35 hours per week

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