

Job Description

Marketing and Communications Officer

For over 50 years, Cyrenians (a Scottish Charitable Incorporated Organisation (SCIO), registered charity number SC011052) has tackled the causes and consequences of homelessness. We understand that there are many routes into homelessness, and that there is no 'one size fits all' approach to supporting people towards more positive and stable futures. That's why all our work is values-led and relationships-based.

We meet people where they are, and support them towards where they want to be.

Our Vision is an inclusive society in which we all have the opportunities to live valued and fulfilled lives. We work to make that vision a reality through our Mission to support people excluded from family, home, work or community on their life journey.

We aim to offer consistently excellent service across all locations and in all our activities. Our way of working is built on our four core values:

Compassion: We believe that everyone should have the chance to change, no matter how long that might take.

Respect: We believe in tolerance, acceptance, valuing diversity and treating each other as equals.

Integrity: We are committed to the highest quality of work, grounded in honesty, generosity, sincerity and professionalism.

Innovation: We are willing to take risks, challenge convention and be very creative in our search for new ways of working, in particular by taking account of the environmental impact of our decisions.

1 General

The primary objective for this Marketing and Communications Officer role is to lead on Digital Communications for Cyrenians, increasing the brand reach, recognition and meeting the following strategic objective:

- Grow the reach and impact of our external communications with a focus on increasing support and influencing public understanding of the causes and consequences of homelessness

This role will also support efforts to increase donations via on-line fundraising campaigns.

The position reports to the Marketing and Communications Manager, and sits within the Relationships Team which coordinates Fundraising and Communications.

2 Main Aims

Digital Communications: Planning, scheduling and drafting copy for digital communications through Cyrenians' social media channels: Facebook, Twitter, LinkedIn and Instagram. Maintaining and updating the Cyrenians website, including spotting blog opportunities.

Digital Fundraising: Promotion of Cyrenians events and fundraising activities.

Monitoring: Reporting progress against social media targets.

Internal Engagement: Supporting the Marketing Manager with strategic internal communications, participating in cross-organisational communications group, acting as a champion of Marketing and Communications across Cyrenians

Other Marketing Communications: Support for writing copy for press releases, gathering stories, creating new media (i.e. videos and photography), email communications to supporters, and other marketing communications such as leaflets and web-site.

3 Tasks and Responsibilities

1. Digital Communications:

Working with the Marketing and Communications Manager and Fundraising team, plan Digital Communications on a weekly basis, following the approach outlined in the Marketing Strategy and Communications Plan(s).

- *Planning Communications:* Plan frequency and scheduling of social media and external messaging.
- *Drafting copy:* Draft copy for planned posts, press releases and internal communications.
- *Response:* Handle enquiries, questions on Social Media (during scheduled work hours).
- *Maintain:* Support in the maintenance of the organisations website.

2. Digital Fundraising:

Working with Fundraising Team to plan communications around upcoming fundraising events and campaigns, for example:

- *Sponsored events:* Drive participation, donations and volunteer support
- *Cyrenians Events:* Support promotion of and participation in event including live digital comms at the event
- *Cyrenians Supporters:* regular and consistent messaging and regular giving opportunities

3. Monitoring

- Create status reports to show progress against social media goals
- Support the use of Google Analytics to report on website activity and inform digital communications planning

4. Social Media Strategy

Within this role, there is the opportunity to work with the Marketing and Communications Manager to shape the future direction of Cyrenians' social media strategy.

5. Internal Communications

Support the Marketing and Communications Manager to deliver strategic internal communications, and provide opportunities to colleagues to participate through relevant groups and content submission.

6. Other Marketing Communications

There will be a requirement for writing copy for press releases, email communications to supporters, and other marketing communications such as leaflets and website.

7. Line Management Responsibility

Sharing supervisory responsibility for volunteers, interns and involvement in the recruitment of these positions.

4 Person Specification

Knowledge and experience of digital communications	Essential
Knowledge of communications	Essential
Understanding of marketing planning, and marketing communications channels	Desirable
Skills	
Good organisational abilities	Essential
Strong oral communication skills	Essential
Confidence with the adobe suite and desktop publishing tools	Essential
Experience with Google Analytic suite	Essential
Excellent report writing skills with the ability to produce accurate and well-presented work	Essential
Excellent interpersonal skills	Essential
Patient and respectful of all people, whatever their background or presenting behaviour	Essential
Positive thinker and creative problem solver	Essential
Attributes	
Enthusiasm and Energy	Essential
Creative approach to tasks and problem solving	Essential
Appreciation for impact of Cyrenians work and desire to work in Third Sector	Essential

Qualifications	
Marketing and Communications degree or equivalent experience (minimum 1 year)	Desirable
Circumstances	
Able to work flexible hours in line with the requirements of the post.	Essential

5 Terms & Conditions

<u>Employer:</u>	Cyrenians
<u>Accountability:</u>	Cyrenians Board of Trustees (via the Chief Executive of Cyrenians)
<u>Line Manager:</u>	Marketing and Communications Manager
<u>Reporting:</u>	Report against work plan at regular support and supervision meetings. Monitor and report against social media measures and targets. Supervisory responsibility for volunteers, interns.
<u>Liaison with:</u>	All services across organisation, working closely with Fundraising team.
<u>Workplace:</u>	Based from Edinburgh office with visits to West Lothian, Bathgate and Falkirk offices and across Scotland as required.
<u>Working Hours:</u>	37 hours per week
<u>Annual Leave</u>	25 days plus 10 public holidays (pro rata)
<u>Salary:</u>	Scale points 20-24: £21,963 - £24,559.
<u>Pension:</u>	Auto-enrolment into Qualifying Workplace Pension Scheme (QWPS) which is a Group Stakeholder Pension Scheme – current contributions being 5% employee and 3% employer. Option of enhanced Employer contributions to the same QWPS of 6% initially, rising to 9% after 2 years and 12% after 5 years (subject to employee contributions of 6%)
<u>Status:</u>	Permanent
<u>Disclosure:</u>	Not required

6 Application deadline and interview dates

<u>Closing date:</u>	12 noon on Monday 24 th May 2021
<u>Interview date:</u>	Week beginning 31 st May 2021
<u>Stage 2 date:</u>	TBC

Please refer to the Recruitment Information leaflet for further information on completing and submitting your application form.