



Post: Marketing & Communications Officer

A. Role Description

Main Role

This provides an exciting opportunity to take on a pivotal role leading the marketing and communications for a rapidly growing charity. At Listen Well Scotland, we focus on developing listening skills through online and face-to-face training to support mental wellbeing. New online courses and virtual workshops continue to be developed as requests for listening training expand. To achieve our ambitious goals for growth we will need to promote and market our courses widely.

Your role will be to increase the visibility of Listen Well Scotland's presence nationally and to engage creatively to make stakeholders aware of the high-quality listening training resources and services available. Income from increasing course sales is vital for the future, and identifying new sectors where online courses can be offered would be of value.

We are looking for someone who can demonstrate an aptitude for sales, marketing and communication who can create a high profile for the charity through various and diverse channels of communication.

The role is part time, and we would welcome people returning to the profession after a career break who are looking for a degree of work flexibility and the ability to work from home. We would also welcome less experienced applicants who can demonstrate the leadership qualities to develop a career in marketing and communications. We are also advertising for a part time fundraiser, and we would consider combining these roles for the right applicant. In your application, please indicate if you are applying for this role or both roles.

We are offering this position on a fixed -term contract basis. However, we would like to extend the role on a more permanent basis if we successfully develop our revenue from courses and grant aid. In this respect, development of the charity and the permanence of this role is very much something the successful appointee could influence,

Main duties

First 3 months

- Get to know the organisation, its people and services, and become familiar with the current content relating to courses and newsletters on the website, and range of posts on social media channels.
- Undertake our online training course *Let's Get Listening!*
- Research and prepare a report on means to extend effective use of social media to communicate the organisation's vision and connection with current concerns.
- Prepare some content for the launch of the new School's training courses

Months 3-12

- Develop an effective Communications Strategy for the charity, via the website and on social media platforms,
- Develop an effective strategy for marketing our courses to a broad audience
- Develop a list of key contacts we can target who would be interested in our training
- Working with the Board and Director, continue to create new content as required
- There could be an opportunity to offer some training in use of digital technology to LWS Volunteers.

General

Home based, you will have regular email and/or video-conferencing communication with one nominated Trustee, and the Deputy to the Director of Training & Listening (DTLS) principally, with additional access as required.

Listen Well Scotland does not have physical office space. All staff and volunteers work from home. Where appropriate, occasional in person meetings may be arranged (covid-19 restrictions permitting) in Aberdeen, or Inverness or Edinburgh.

B. Person Specification

Essential

- Ability to be self-motivated and to work to a high standard
- Ability to demonstrate a real commitment to the vision and values of LWS
- A relevant qualification in a related subject, or experience of producing effective content for digital marketing campaigns. However, we are interested in having someone who has an aptitude to learn, a creative approach and a willing attitude, even if less experienced.
- Strong written English and oral communication skills
- Excellent interpersonal and communication skills

Desirable

- Excellent IT skills, able to use MS Office programmes such as Word, PowerPoint
- Experience in developing multi-media communication campaigns
- Experience of using a social media content planner tool e.g., Hootsuite and ability to report on success of different channels
- Previous experience in marketing sales through multimedia channels
- Familiarity with marketing and communication applications