

Digital and Communications Support Officer

POST	Digital and Communications Support Officer
EMPLOYER	VOCAL (Voice of Carers Across Lothian)
SALARY	SCP46. £14.04 per hour. £26,361 per annum (pro rata) VOCAL will match up to 6% pension contribution
HOURS	24 per week, ideally worked over 4 days (final arrangement to be agreed with successful candidate) 32 days paid leave plus 6 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, utilising a range of platforms and media, and works with partners across all sectors to improve carer awareness and identification.

Purpose of the post

The Digital and Communications Support Officer role is a pivotal position within VOCAL's Communications Team. Reporting directly to the Head of Digital and Communications, this is a fast-paced and varied role requiring excellent communication and collaboration with other team members.

The Communications Team aims 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.

You will join VOCAL at an exciting time, as we develop the charity's communications and set the direction of our digital, marketing and communications activity over the coming years. The role is multi-dimensional and is responsible for supporting different areas of the communications mix, including: social media, web, design, marketing materials, and email marketing.

Your role will be to:

- Support the implementation of VOCAL's communications strategy
- Develop VOCAL's digital presence, monitoring social media platforms, conducting website updates and issuing email marketing communications
- Provide design support for the charity's wide-ranging publications
- Write content for key internal and external publications and digital platforms

- Provide administrative support for communications activities

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.

Qualifications

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

Experience (Essential)

Post holder will demonstrate previous experience in:

- a communications, marketing or digital role (minimum of two years)

- using communications channels, including social media, email marketing, website development and design development
- contributing to the delivery of successful digital communications, design and marketing campaigns or projects
- copywriting for different target audiences across varying channels
- planning, drafting and scheduling social media content on Facebook, Twitter and LinkedIn

Knowledge (Essential)

Post holder will demonstrate:

- knowledge of Adobe Creative Suite packages (InDesign and Photoshop) to support the creation of communications assets
- knowledge of content management systems to update website content and images
- understanding of data protection and how it applies to communications activity

Skills (Essential)

Applicants will demonstrate:

- excellent verbal and written communications skills
- excellent IT skills
- ability to work in a fast-paced environment, and manage a busy workload with competing priorities
- confidence in abilities, including strong decision making skills
- ability to work on own initiative and take direction
- good teamwork and a collaborative approach, with the ability to form effective working relationships with internal and external stakeholders
- strong attention to detail
- ability to plan and work to tight deadlines on a daily basis

Experience, Knowledge and Skills (Desirable)

- An understanding of issues affecting carers.
- Producing and editing video content for communications channels.
- Using CRM systems.
- Managing online advertising platforms, such as AdWords and Facebook.
- Third or charitable sector in a paid or volunteering role.
- Experience analysing data and presenting reports on findings.

Job Description

Social media

- Develop and implement social media plans, including an annual content calendar.
- Create and schedule targeted social media content for different channels, including Facebook, Twitter and LinkedIn
- Monitor social media and respond to enquiries
- Actively engage with key partners and groups on social media

Web

- Draft news articles for VOCAL's suite of websites
- Update website content and monitor regularly to ensure information is accurate
- Contribute to the development of VOCAL's websites, including supporting staff across the business to update content

Email marketing

- Create content for regular email updates for carers and professionals, using Mailchimp and eTapestry platforms
- Update contact information on email marketing platforms in line with data protection and GDPR guidelines

Digital and print asset support

- Support the production and distribution of VOCAL's Carers News, Welcome Pack and printed information resources and publicity material
- Support the design of social media assets and promotional materials
- Create or source images for communications assets

Reporting

- Provide regular figures and analysis of social media, email marketing, website and campaign activity, with the support of the Head of Digital and Communications

Administrative support

- Maintain and update key communication contacts utilising VOCAL's CRMs
- 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
- 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.

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 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 months' 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 Digital and Communications.

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 advertised at 24 hours per week (ideally worked over 4 days, final arrangement to be agreed with successful candidate)
- Occasional weekend work may be required.
- There is a six month probationary period.
- The post holder qualifies for 32 days annual leave plus 6 public holidays on a pro rata basis.
- The employer is committed to meet a 6% pension contribution. VOCAL offers childcare vouchers and a cycle-to-work scheme.