**Play Scotland**

**JOB DESCRIPTION**

Post: **Play Scotland Digital Membership and Services Officer** – part time post 20 hours (negotiable)

Responsible to: Director of Projects at Play Scotland

Location: Currently working from home, but will likely be office based in central Edinburgh

**About Play Scotland**

Play Scotland is the lead organisation for the development and promotion of children and young people’s play in Scotland. We work strategically to make the child’s right to play a reality so that all children can reach their full potential.

The work of Play Scotland is underpinned by the UN convention on the Rights of the Child, Article 31, which states: “State parties recognise the right of every child to rest and leisure, to engage in play and recreational activities appropriate to the age of the child and to participate freely in cultural life and the arts.”

For more about Play Scotland see [www.playscotland.org](http://www.playscotland.org)

**About the post**

This is a one year fixed term post, with the likelyhood of extension subject to funding. Start date is negotiable, available from October 2021. Salary scale £27,828 (pro-rata £15,901.71 p/a.)

20 hours per week, usually worked Monday to Friday. Reasonable flexible hours required. Ability to attend evening meetings including occasional weekend events and to travel within Scotland occasionally as required.

Initially working will be from home. Play Scotland’s office is currently in central Edinburgh and regular attendance will be expected at the office post pandemic.

Annual Leave Entitlement: 32 days (pro-rata) (including bank holidays; Christmas Day, Boxing Day and New Year’s Day are mandatory days off)

**Job Purpose**

Working in a key role within a small team, the Digital Membership and Services Officer will take responsibility for the membership journey and implement an engagement plan and comprehensive membership growth strategy online. They will develop our membership base, ensuring we are delivering the information and resources that are needed by stakeholders. They will undertake research to improve digital member services and recommend changes to systems, which will strengthen the capacity of Play Scotland to raise unrestricted income.

The post holder will:

* develop digital membership services and provide recommendations to the wider team as to how the offer to members could be developed and contribute to the income of Play Scotland
* play a key role in leading the organisation of and delivery of events including training, seminars and larger events where appropriate
* create digital content and media and support other staff in order to provide consistent messaging and branding
* identify gaps and develop quality resources and materials where appropriate
* provide administrative support and maintain financial record keeping systems relating to events, seminars and conferences
* develop and maintain an evaluation/impact framework to identify and measure impact.

The post holder will draw on their advanced communication and networking skills to take a positive, creative and proactive approach to work in order to contribute to the team and to collectively promote and enable the work of Play Scotland and will lead and contribute to a variety of outputs including:

* digital resources for members and the play and children’s sector
* press statements and responses to media requests
* digital reports (project and annual reports), partnership reports and commissioned research
* monitoring and reporting including analytic reports

**Key Duties of the Post**

1. To develop knowledge of the membership of Play Scotland and to consider ways in which services could be developed to better meet the needs of members; bring forward recommendations for change that could contribute to the income of Play Scotland (currently membership is free) in a way that is desirable and useful to members, including for example membership only pages, digital training and unique offers.
2. To lead and manage the administration, planning, marketing and delivery of a range of events including conferences, training and seminars both using online methods and face to face to meet the needs of members.
3. To lead the development and delivery of high quality digital resources and support programmes of training in order to promote the aims of Play Scotland, and to support other team members to ensure resources produced are appropriate and consistent.
4. To liaise with key stakeholders and develop shared approaches to promoting the benefits of play e.g. Scottish Government, Education Scotland, SkillsActive, Parents’ networks, other children’s organisations.
5. To support the preparation of information for funders and other administrative duties that may arise including record keeping, managing data bases and financial record keeping. Liaise as appropriate with associated contractors for Play Scotland such as the website contractor, landlord, and accountant.
6. To contribute to Play Scotland’s communication channels such as the website, newsletters and social media presence. This will include, but not be limited to regular production of relevant high-quality communications, content and resources, such as a monthly e-newsletter; press and media activity in order to build the profile and image of Play Scotland; digital communications including producing and updating website content and social media channels.
7. To plan and lead individual projects as required, prioritise tasks and organise own time, reporting regularly to the Director of Projects.
8. Support the work of Play Scotland to deliver the key outcomes informed by the Review of the Play Strategy, including positive participation in working groups and relevant meetings.

**Qualifications**

Educated to degree level preferred (or equivalent relevant experience).

Candidates must be able to demonstrate relevant experience and qualifications that are relevant to promoting the work of a national third sector organisation. A knowledge of the importance of play on the development of children and young people is essential. Candidates must also be able to demonstrate evidence of experience in producing high quality membership support and communications to a variety of stakeholders and working collaboratively in a small team.

**Skills & Competences**

Communication

* Evidence of in depth skills and competences in communication - including verbal, written and digital/technological skills.
* Ability to work across a range of sectors and professional interests including public, voluntary and private sectors.
* Ability to design and implement consultations with a range of stakeholders.
* Ability to ensure regular and ongoing communication with Play Scotland colleagues and members.

Decision Making

* Good track record of skills in day to day decision making on work programme, with the ability to contribute to decision making of Play Scotland.
* Self-motivated and able to work on own initiative, developing and implementing own work plan and contributing to the work of the team.

Experience and Underpinning Knowledge

* Experience of developing communications and presenting information to a variety of stakeholders and through a variety of methods.
* Ability to develop content and update website and media regularly with relevant content that meets the needs of stakeholders.
* Knowledge of the play sector and related policies and strategies.
* Knowledge of Play Policy Framework in Scotland including Getting it Right for Every Child, Scottish Government Early Years Framework, Children and Young People (Scotland) Act, Planning (Scotland) Act 2019 and the incorporation of UNCRC.
* Understanding of how play contributes to children’s wellbeing and ability to communicate this effectively.

**Please apply using the application downloaded from Goodmoves. CVs will not be accepted.**

**Closing Date: Applications must be submitted electronically to** [**info@playscotland.org**](mailto:info@playscotland.org) **and be received by 12 noon, 16th September 2021.**

**Proposed Interview Date: 24th September 2021 (online).**