



JOB DESCRIPTION SCOTTISH LOVE IN ACTION

Job Title: Communications Officer
Salary: £23,000pa (FTE) 16 hours per week (£9,813pa)
Accountable to: Chief Executive Officer
Base: SLA Office, 140, The Pleasance, Edinburgh*
(* potential hybrid home/office role)

SLA has worked with local partners in India over the past 21 years to empower vulnerable children and young people to change their lives. We are committed to continuing and expanding our work, having just launched a new project across 3 cities in India. SLA has the benefit of a committed, collegiate and hardworking Board.

Effective communication is essential to the success of the charity, engaging and inspiring our existing and new supporters. The role of the Communications Officer is to keep all of our stakeholders informed and engaged about the charity and its activities and support the Fundraising Plan by creating awareness and interest in our programme of events.

SCOTTISH LOVE IN ACTION ☆ **EMPOWERING VULNERABLE CHILDREN AND YOUNG PEOPLE IN INDIA**

Scottish Love in Action, Greyfriars Charteris Centre, 140 The Pleasance, Edinburgh, EH8 9RR : 0131 629 9112 : enquiries@sla-india.org : www.sla-india.org
A registered Scottish Charity: Charity Number: SC030516 : Company Number: SC280397

A key part of the role will be to support income generation from new and regular donors through a comprehensive Communications Plan, developed in conjunction with the Chief Executive Officer.

We are looking for an individual with drive, enthusiasm, excellent communication skills, experience in digital marketing and a track record in a successful communications role to help us expand and achieve our potential.

The successful applicant will join a team comprising a Chief Executive Officer, Fundraising & Events Manager and Business Coordinator, along with a team of enthusiastic volunteers.

Principal Roles:

- Development and implementation of **Communications Plan**
- **Donor** communications
- **Social Media**
- **Fundraising Events** support
- **Indian partner liaison**
- **Regular donor** income target support
- **Website**

Key Responsibilities:

- **Develop Communications Plan** in conjunction with the team, with clearly defined targets.
- Implement and monitor the effectiveness of the **Communications plan**, respecting agreed budgets.
- **Responsible for all communication with donors** including Newsletters, Annual Report etc.
- **Manage all Social Media.** Develop and monitor our social media presence, particularly on Facebook and Instagram.

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- **Liaise** with the Fundraising and Events Manager to maximise the effectiveness of SLA events.
- **Liaise with our Indian partners** to ensure good flow of information for onward communication to our stakeholders.
- Supporting Chief Executive Officer in targeted campaigns to increase income from new and existing **regular donors**.
- **Maintain and develop website.**

The salary for the post is £9,813, based on 16 hours per week on a FTE of £23,000 pa and a pension contribution by the employer of 5% of salary will be made irrespective of employee contribution.

Performance will be reviewed annually by the Chief Executive Officer in the context of SLA's annual appraisal procedure; this will inform decisions made by the Board of Trustees regarding any subsequent increase in salary.

Normal hours of work will be 16 hours weekly, over 4 or 5 days (to be agreed).

You will be entitled to 15 days holiday per annum (35 days entitlement including 10 days Public holidays pro rata), to be agreed in advance with the Chief Executive Officer.

Notice period will be 6 weeks from either party.

To apply

Please send your CV and supporting statement outlining how your skills and experience fit this role to: alison@sla-india.org

Closing date for applications: Friday 1st October 2021.

See also: Organisation chart

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