

JOB VACANCY | NOVEMBER 2021

MARKETING, COMMUNICATIONS & DEVELOPMENT OFFICER

Reporting to: Marketing, Communications & Development Manager
Salary: £25,000.00
Hours: Full-time (35 hours per week)
Location: Home based/15 Hill Street, Edinburgh, Midlothian, EH2 3JP

JOB PURPOSE

You will support the Marketing, Communications and Development Manager deliver core operational tasks with regards to marketing, communications, fundraising and development which serve to communicate impact of our projects and services as well as enhance reputational capital to recruit beneficiaries, strategic partners, develop compelling fundraising applications and general supporters. In addition, you will work closely with our Chief Executive and wider team to ensure a consistent approach to external/internal communications is achieved across all our channels, publications, and engagement activities, as well work with creative agencies and beneficiaries to co-develop campaigns to support the achievement of our new ambitious strategic vision.

RESPONSIBILITIES AND DUTIES

- Work independently as well as effectively with team members, strategic partners, and beneficiaries to co-develop impactful, engaging copy for our website, social media, and publications.
- Utilise Google AdWords to optimise website copy as well as plan and deliver GoogleAd campaigns. In addition, you will plan and deliver sponsored promotions across our social media channels and LinkedIn.

- Research, plan and develop a public/professional engagement strategy which provides a platform to raise awareness of charity projects/services, enhance reputational capital and recruit strategic partners, beneficiaries, and supporters.
- Work closely with team members and beneficiaries to co-develop case studies, videos and publications which serve to communicate impact and deliver compelling propositions with regards to recruitment and income generation.
- Work closely with team members to continually review and co-produce product-area specific collateral in support of our education and learning, mental health and wellbeing, youth participation, family support and policy services.
- Lead stewardship activities which serve to maximise income generation for the charity with regards to challenge events, community fundraising, corporate support, and regular giving.
- Plan and deliver compelling online/offline campaigns which serve to increase challenge event, community fundraising, corporate support, and regular giving support for the charity.
- Support our Communications and Development Manager identify and develop compelling funding applications as well as work with team members to submit reporting requirements from existing funders.
- Under the guidance of the Communications and Development Manager, effectively undertake gift administration activities, which includes recording donations and reconciling bank statements.
- Regularly update our ThankQ database in a timely and accurate manner helping us to maintain clear records for our donors and ensuring an audit trail for donations received.

PERSON SPECIFICATION

Essential

- A minimum of two years' experience working in a marketing, fundraising, communications, or journalism role and/or a relevant qualification.
- Proven experience working within a team and/or creative agencies and beneficiaries to produce online/offline campaigns which serve to communicate impact and recruit beneficiaries and/or generate income.
- Experience composing and distributing communications to a wide variety of stakeholder audiences, including press, beneficiaries, strategic partners, and supporters.
- Experience developing and delivering internal and external marketing/communications/fundraising strategies and campaigns, via a range of channels, including social media.
- Proven experience in developing public engagement campaigns which served to raise awareness/communicate impact/recruit beneficiaries/generate increase in income.
- Working knowledge of MS Office, content management systems, Google AdWords and/or any other related software applications.
- Excellent levels of competency in written and spoken English.
- Excellent interpersonal skills and the ability to develop relationships at all levels.
- High level of accuracy and numeracy.
- A flexible and adaptable approach, coupled with the ability to prioritise workload to meet deadlines.
- Excellent time management skills.

- Ability to operate under pressure to deadlines.
- Willingness to engage in continuous professional development to ensure knowledge and skills are kept up to date.
- Tact and discretion.
- Good team working skills.

Desirable

Experience working with Canva, Photoshop and InDesign.

Experience with audio/visual production and editing.

Experience of using a database.

A passion for supporting children and young people to reach their full potential.

PENSION SCHEME

Forces Children Scotland offers a Pension Plan, with Smart Pension. The Plan is a money purchase arrangement. You can choose at what rate you wish to contribute (subject to statutory minimums) with Forces Children Scotland contributing up to 4% of gross salary.

ANNUAL LEAVE

Forces Children Scotland leave year runs from 1st April to 31st March. Employees are entitled to 36 days annual leave (including public holidays). These allowances are pro-rata for part time employees.