

## **SOCIAL MEDIA AND WEBSITE COORDINATOR**

7 hours per week. £4,944.96 Pro rata (£24,724.80 fte)

Permanent

### **Role overview**

Ecas is looking for a part-time (7 hours per week) Social Media and Website Coordinator to join our small office team. The successful candidate will have strong graphic design and copywriting skills, experience managing social media platforms, updating / editing websites, and creating impactful and engaging content.

### **About us**

Ecas is an Edinburgh based charity and was established over a hundred years ago. The charity works to improve the quality of life of physically disabled people in the Edinburgh and Lothians area: promoting equality, choice and participation through our activities, befriending service, grants and young people's service (currently on hold).

During 2021, Ecas developed and began implementing a new social media strategy. Alongside creating compelling content about our own services, we post infographics focusing on topics of interest to our audience, ranging from ableism to coping with Covid-19 worries. The Social Media and Website Coordinator will work collaboratively with other members of staff, writing blog posts and promoting events such as Befriending Week.

Having adapted all Ecas services for virtual delivery due to Covid-19, our social media channels and website have been key to promoting opportunities available for physically disabled people across Edinburgh and Lothian.

### **Job Description**

To carry out this role successfully you will have a solid understanding of the use of a range of social media platforms. You will have strong editing, writing and design skills suitable for each platform using effective storytelling techniques. An ability to craft videos and understanding of analytics is desirable but not essential. Knowledge and understanding of disability, social inclusion and equality issues is essential to this role.

### **Principle Duties**

- Identify online opportunities to promote all Ecas services to engage new and existing service users.
- To review and execute a social media strategy in liaison with the Chief Executive.

- Provide regular status reports on all social media and website activity to the Chief Executive.

**Detailed duties:**

- To review and execute a social media strategy promoting all Ecas services to engage new and existing service users.
- To create impactful and engaging content for use across a range of social media platforms, Ecas website and blog. This may include filming and editing video for online use. All content must abide by Ecas' social media guidelines.
- To collaborate with Ecas staff to create and promote marketing materials.
- To attend any relevant staff training that Ecas recommends is necessary.
- To publicise Ecas services wherever appropriate.
- To maintain effective administration records relating to your role.
- To be primarily self-servicing including word processing letters and reports.
- As a member of a small office team, assist in other reasonable tasks as required.
- To comply with Ecas staff policies.

## **SOCIAL MEDIA AND WEBSITE COORDINATOR**

### **TERMS OF APPOINTMENT, QUALIFICATIONS AND EXPERIENCE REQUIRED, AND APPLICATION PROCESS**

#### **Terms of appointment**

- The post is part-time for 7 hours per week. Ecas operates a flexi-time system.
- The full time equivalent (fte) salary will be £24,724.80 and the salary paid will be *pro rata* based on 7/35 fte.
- There will be a probationary period of 6 months.
- Holiday entitlement is *pro rata* based on 30 days (which includes statutory holidays) fte.
- There is an optional contributory pension scheme after 3 months.
- The appointment will be subject to medical checks.
- The place of work will be Norton Park, 57 Albion Road, Edinburgh EH7 5QY. (Homeworking required whilst Covid-19 restrictions are in place)

#### **Essential qualifications, skills and experience**

- Experience in building and executing a social media strategy across a range of platforms.
- Knowledge and understanding of disability, social inclusion and equality issues.
- Experience of updating websites, creating blogs and other suitable content.
- Strong editing and writing skills suitable for each platform, from knowing how to write a successful tweet or post to using effective storytelling techniques in a blog.
- Strong design skills to ensure impactful content.
- Excellent interpersonal skills and the ability to communicate effectively with people at all levels, both verbally and in writing.
- Ability to maintain a professional manner whilst using tact and diplomacy.
- Ability to use own initiative and organise own work efficiently, in consultation with the Chief Executive.
- Collaborate with Ecas staff to create and promote marketing materials.
- Computer literacy, including email, Word and ability to update databases.
- Ability to travel throughout Edinburgh for the purposes of capturing content.

#### **Desirable qualifications and experience**

- Experience of working with people with physical disabilities, as an employee or a volunteer.
- Experience of working in the voluntary sector.
- Experience of using Wordpress software.
- Experience of using social media management software such as Hootsuite.
- Experience of using Adobe Photoshop Elements
- Experience of using Facebook advertising.
- Experience of filming and editing video content for online use.
- Good analysis skills with the ability to draw and use data to influence future campaigns.

## **Application process**

To apply please send your C.V. with the names of two referees. Please also send a covering letter (preferably 1 side, but maximum 2 sides, of A4 with minimum 11 font) making clear how you meet the skills and experience required, and saying why you consider yourself suitable for the post. Examples of social media content designed and created by you (on behalf of an organisation or yourself) will be required for the interview stage. Referees will not be contacted until an offer has been made and accepted.

Completing the Equal Opportunities Monitoring Form is entirely voluntary and will be used for analysis purposes only. The information supplied will be kept confidential and will not be forwarded to the recruitment panel.

We value diversity, promote equality and encourage applications from people of all backgrounds.

**The closing date is 5pm Monday 10th January 2022. Interviews will be held in person on a date TBC (19<sup>th</sup>, 20<sup>th</sup> or 21<sup>st</sup> January) at Ecas' office in Norton Park.**

**Please note:** Ecas' offices are closed for the festive period between 23<sup>rd</sup> December and 5<sup>th</sup> January. Late applications will not be accepted. Feedback can only be provided to applicants who reach the interview stage.

**Applications should be sent FAO:** Ally Irvine, Chief Executive.

Email: [hello@ecas.scot](mailto:hello@ecas.scot)

If you have any queries regarding the role please email [ally@ecas.scot](mailto:ally@ecas.scot) or call 07500 221 618.