

Foundation Scotland

Foundation Scotland is Scotland's community foundation, helping communities take action, create positive change and deliver lasting impact through transformative funding.

Our developmental approach and in-depth knowledge of charitable and community sectors ensure that funds entrusted to us make a real difference to people's lives nationwide. More than £130 million has been distributed to charitable organisations, social enterprises, and community groups across Scotland through innovative funding programmes and social investment since the Foundation launched in 1996.

Foundation Scotland is an independent Scottish charity (SC022910), one of 47 community foundations in the UK and part of a global network of over 1800 foundations worldwide

Marketing & Development Team

The role of the Marketing and Development Team is to attract and develop new sources of funding, develop existing donors, and help communicate and raise awareness of Foundation Scotland's impactful funding for communities throughout Scotland.

The team currently includes a full-time Head of Marketing, a full-time Head of Development, and a part-time Development Executive. The team now requires additional resources to support the Foundation's marketing and communications activity.

Marketing Executive Role

Reporting to the Head of Marketing, the Marketing Executive will support the Head of Marketing to deliver communications and marketing activities that support the delivery of the Foundation Scotland Strategic Plan 2020-30. The primary responsibilities of the role are as follows:

Brand

- To build and maintain the Foundation's brand reputation
- Ensuring brand consistency in communications across the organisation
- Plan/create branded communications materials

Digital Communications

Website/web applications

- Support the HOM with creating and managing content for the Foundation Scotland website, including:
 - Creating, editing, and publishing news, case studies and fund pages
 - Supporting the wider team with requests for website content or development
 - Helping the wider team with technical support regarding their use of the CMS
- Creation of relevant and timely content on MILO [Foundation intranet] to ensure staff are kept informed of and can engage with key marketing and comms activity
- Help to develop and maintain the Online Photo Library, ensuring imagery is collated and stored in line with GDPR guidelines
- Support HOM with the collation of data from Google Analytics for quarterly reports

Social Media

- Responsibility for maintaining the Foundation's social media content calendar, ensuring accuracy and relevance of key dates
- Create and schedule content in line with our social media content calendar and key Foundation activity and campaigns. Examples include:
 - Promoting fund openings and fund application deadlines
 - Sharing links to new case studies and news items on our website to drive web traffic
 - Liking, commenting and sharing content relevant to Foundation audiences
 - Identifying and sharing positive online media coverage as relevant
- Creating social media guides for stakeholders to encourage shares of campaign messaging
- Support the HOM with regular social media monitoring, flagging any posts or commentary which pose a risk to the Foundation's reputation
- Support HOM with the collation of audience data from social channels for quarterly reports

E-News

- Help to produce and send monthly e-newsletters to targeted databases on the Customer Relationship Management [CRM] system
- Help to coordinate additional targeted communications and emails as required

Media Relations/Public Relations

- Creating / proofing local fund media releases and distributing to local press
- Support with media releases on donor activity/profiles
- Creating case studies to link with key communications and marketing campaigns
- Support HOM and PR Consultant with information for media. For example, details of relevant groups for case studies, stats on funding, background research etc.
- Maintain accurate media contacts database in CRM
- Download press cuttings and share with Foundation staff monthly

Visual assets and design

- Help to coordinate any new design projects with HOM and associated design agencies
- Support the HOM with the in-house creation of new marketing and communications materials as required. For example, PowerPoint branded reports, infographics
- Create branded design templates for social posts as required
- Stock photo, graphics, and video sourcing for projects
- Support the HOM with the commissioning of any new photography and video projects. Activities may include scheduling, liaising with relevant community groups, gathering appropriate permissions and editing for campaigns
- Developing in-house video content to support key communications and marketing campaigns throughout the year

Events

- Help deliver, market, and evaluate Foundation events such as webinars, workshops, and receptions.

Person Specification

Essential

- A minimum of three years' experience in a marketing or communications role
- Strong written skills, particularly copywriting for press releases and digital content
- Ability to digest/process/synthesise lots of content quickly and reproduce for different audiences
- Experience composing and distributing communications to a wide variety of stakeholder audiences, including press, beneficiaries, strategic partners, and supporters.
- Excellent interpersonal skills and the ability to develop relationships at all levels. Strong organisational skills with excellent attention to detail.
- Ability to work independently, take the initiative and adopt a problem-solving approach, and give/receive critical feedback.
- Enthusiasm, flexibility, and the ability to cope well under pressure
- Excellent Microsoft Office skills – particularly with Outlook, Word, PowerPoint.
- Eligibility to work in the UK.

Desirable

- Experience using design software for creating brand templates, e.g., Canva, Photoshop
- Experience using a Content Management Software (CMS) for website updates
- Experience in using and updating a company intranet site
- Experience in using Client Relationship Management (CRM) databases.
- Experience using Microsoft Excel
- Understanding of social networks and their role in marketing
- Knowledge and an understanding of the Voluntary Sector and how the sector enhances Scotland's communities.

The benefits of working for us

In addition to a sense of fulfillment and an opportunity to meet a wide range of people, Foundation Scotland offers the following benefits.

- A progressive pay system with benchmarked annual increases
- Life Assurance at 3 times annual salary
- Defined contribution scheme with 6% Employers contribution
- MS Office license to use on a personal device whilst employed by Foundation Scotland
- 35 days annual leave [all public holidays need to be taken from this allowance]
- Training and development opportunities
- Working pattern flexibility and homeworking
- Employee Assistance Plan

The post is home based and full time [35 hours], graded at level 3 (of 10 grades) with a starting salary of £23,643. Applicants looking for a 0.8FTE role will also be considered (28 hours across 4-5 days).