

## MARKETING, COMMUNICATIONS & FUNDRAISING ASSISTANT

Reporting to: Marketing, Communications & Development Manager  
Salary: £23,750.00  
Hours: Full-time (35 hours per week)  
Location: Home based/15 Hill Street, Edinburgh, Midlothian, EH2 3JP

### JOB PURPOSE

There has never been a better time to join the team at Forces Children Scotland; bring your knowledge, skills and passion for marketing, communications, fundraising to help drive our ambitious new strategy forward. Working with beneficiaries, staff, and external partners, you will develop compelling communications to enhance our reputation across professional and military sectors. Working closely with members of our team, you will lead a series of online/offline engagement campaigns with the aim of reaching greater numbers of beneficiaries, strategic partners, and supporters. What's more, you will be responsible for planning and delivering engaging content across our charity's social media channels and website. In addition, you will work closely with our Chief Executive Officer and wider team to ensure a consistent approach to external/internal communications is achieved across all our digital channels, publications, and engagement activities. Furthermore, you will gain valuable experiences working 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.
- 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.
- 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

- Possession of a degree-level qualification in a relevant discipline.
- Demonstrate relevant placement, voluntary or employment experience working within a team environment, with creative agencies or with end-users.
- Evidence placement, voluntary or employment experience in contributing effectively towards delivery of online/offline campaigns.
- Possession of a minimum of six months experience working within a client-facing role in either a placement, voluntary, or employment capacity.
- Demonstrate a thorough understanding internal and external communication channels and how they apply within a third sector environment.
- Excellent levels of competency in written/spoken English and numeracy.
- Excellent interpersonal skills and the ability to develop relationships at all levels.
- A flexible and adaptable approach, coupled with the ability to operate under pressure and prioritise workload to meet deadlines.
- Willingness to engage in continuous professional development to ensure knowledge and skills are kept up to date.
- Tact and discretion, with specific regards to child protection, trauma-informed practice and general data protection regulations.
- A willingness to undertake training with regards to co-production and trauma-informed practice.

### Desirable

- Experience working with Canva, Photoshop and InDesign.
- Experience with audio/visual production and editing.
- Experience of using content management systems/databases.
- Experience using Google Analytics/AdWords.
- Voluntary experience within the third sector.
- 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.

## DISCLOSURE

An Enhanced Disclosure Scotland Check will be required as part of our selection process.