



Job pack for the post of
Communications Coordinator

May 2022

Empowering vulnerable children in India

Introduction

Hi,

Thank you for your interest in the role of Communications Coordinator.

While there has always been a member of staff with responsibility for communications, this was just one of their responsibilities. We are investing in communications, for the first time creating a specialised role that will just lead on communications.

This is an exciting time to be part of the growing Scottish Love in Action team - for the first time in our charity's history, we will have 5 staff.

This pack outlines the role of Communications Coordinator and provides a little information about Scottish Love in Action. It includes:

- Background
- The lowdown including organogram
- What you'll do
- What you'll have
- What you'll get
- How to apply

If you have any questions or would like to chat about the role, please get in touch.



Jamie McIntosh
Chief Executive
jamie@sla-india.org



Background

Last year, we celebrated our 21st birthday. We have achieved a lot in that time, but we still have big dreams to improve the lives of children and young people. We're looking for someone to help us on this journey.

We know that some people face more challenges than others and we want to do our bit to correct this imbalance. 21 years ago, Gillie Davidson travelled with a group of young people to Tuni in India. The challenges that young people faced motivated her to start our charity.

We believe everyone deserves to be equal. Is that too much to ask? Here's some stuff we're doing to make this happen:

- We give a voice to children and young people
- We help children to understand their basic human rights
- We show young people that they matter
- We help children to stay in school and learn
- We help children to look after their mental health
- We help young people prepare to be independent adults

In Scotland, our main role is to fundraise to enable this amazing work to happen. We fundraise from 4 sources – community, corporates, individuals and trusts.

Our vision

Helping to transform the lives of vulnerable children and young people in India

Our mission statement

Scottish Love in Action's mission is to partner with and support grassroots projects in India which enable children and young people to reach their fullest potential in all areas of their lives, through care, support, education and empowerment. Our joint vision with our Indian partners is to reduce all forms of child poverty.

For more information on the work of Scottish Love in Action, check out: www.sla-india.org.uk



Part 1: THE LOWDOWN

Main purpose of job

To write copy for print and online marketing to maximise Scottish Love in Action's profile and engage new audiences with our work. To lead digital fundraising activities, maximising online presence to encourage donor growth, engagement and retention across a range of digital platforms.

Position in organisation

- Reports to Chief Executive
- Works with Business Coordinator, Community and Corporate Fundraising Coordinator, and Event Fundraiser (paid intern)
- See organogram on next page

Scope of job

This post has 2 key responsibilities:

- Supporter communication – plan and create content for print and digital mediums, for example our Annual Review and email campaigns. Create resources and giving opportunities to steward and maximise the support of existing donors.
- Digital Fundraising and Marketing – lead the development and implementation of digital activities that are fully integrated with wider fundraising to maximise income. Market Scottish Love in Action and our work across online channels, including our website and social media. Increase engagement from a variety of audiences, including reaching new audiences.

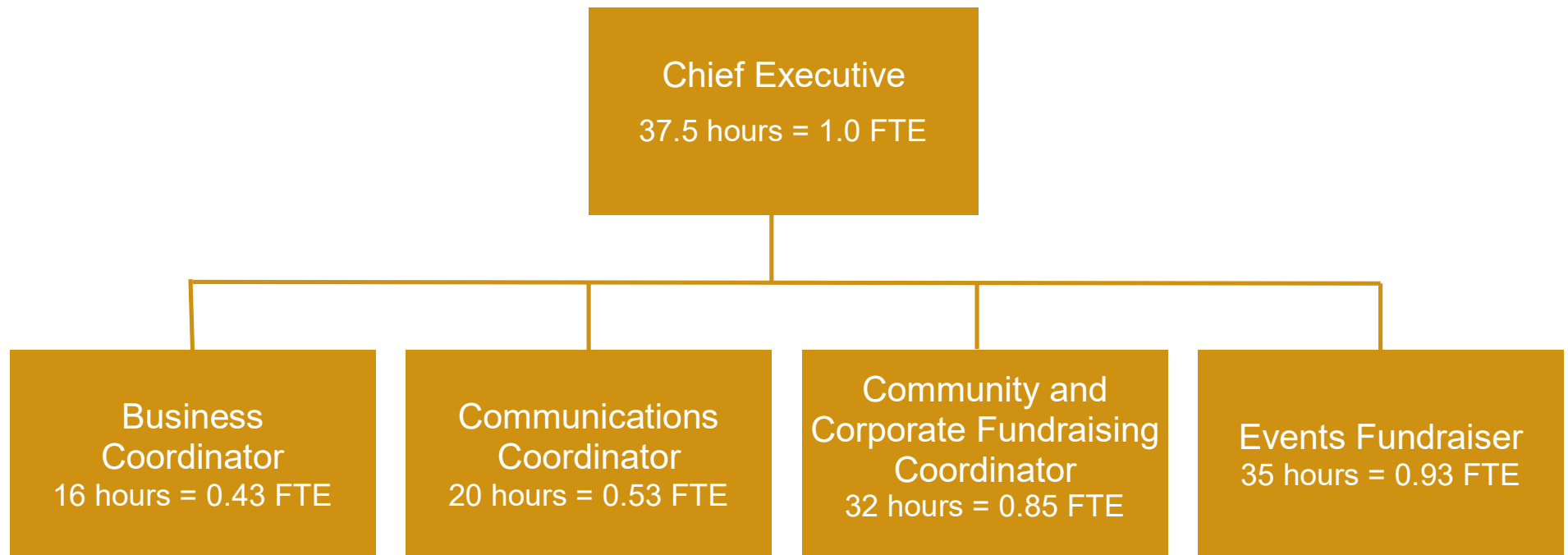
This post will report regularly on relevant metrics, and has budget responsibility for all relevant areas.

Dimensions and limits of authority

- Manage our social media accounts
- Manage our website
- Work towards an annual income target, ensuring Return on Investment is at least 2:1
- Manage relationships with external contractors and agencies, such as graphic designer, printer and website host
- No line management responsibility, but may supervise/support interns and/or volunteers. Therefore, you need to understand what motivates volunteers to be involved with Scottish Love in Action and what they require in terms of support and guidance while volunteering with us.



Organogram



Part 2: WHAT YOU'LL DO

You will contribute to our operational plan in 2 main ways:

Supporter Communication

Write copy and create content to enthuse and engage donors and maximise income

- Create engaging content for external communications that bring stories to life
- Work with the Business Coordinator to ensure relevant segmentation for targeted communications
- Work with the Business Coordinator to ensure donations are recorded and appropriately thanked
- Ensure consistency of tone of voice and brand across online and offline content
- Manage the Communication Calendar, working with the Chief Executive
- Build positive relationships with supporters through written and digital communication, to develop and retain donors

Digital Fundraising and Marketing

Develop and implement digital activities that are integrated with other activities and maximise income

- Lead on all digital aspects of fundraising campaigns, including donation pages, social media content including scheduling posts, campaign pages and mass emails
- Manage promotion of centrally organised events, sponsored events and volunteer-led events
- Recruit new supporters using digital channels
- Seek out digital opportunities to engage new audiences with Scottish Love in Action's work
- Manage and develop our social media accounts and website to grow our online presence
- Ensure social media, our website and other digital accounts are accurate, up to date and relevant to key audiences, with compelling content and seamless user journeys

Other

- Lead on all aspects of our operational plan that relate to your areas of work
- Take a data-driven approach as we continually look to improve results and UX
- Use relevant analytics to measure, evaluate and report against goals and performance of activities
- Work with the Business Coordinator to ensure data is managed well across our Beacon CRM
- Work with the Chief Executive to ensure fundraising is legal, honest, open and respectful to the public
- Keep updated on and adhere to communications regulations, such as GDPR, PECR and industry best practice guidelines
- Complete any other reasonable duties as required



Part 3: WHAT YOU'LL HAVE

We're looking for someone with a passion to help children and young people. You will ideally have 2 years' experience in a digital fundraising, journalism or marketing role. You can communicate with impact, engaging new and existing audiences.

Proven ability required:

- Experienced in managing a project from start to finish
- Created and delivered effective fundraising or marketing campaigns with an income target
- Analysed campaign results and used insights to drive improvements and new ideas
- Worked across different fundraising and marketing channels, understand how these work together and support each other to promote supporter engagement
- We're a small team, so we're looking for someone who's hands-on with a can do attitude

We expect you to:

- Write and edit compelling fundraising and marketing copy for a range of audiences
- Be a good proof-reader and have an eye for detail
- Understand best practice in website content and accessibility
- Confidently create and deliver effective marketing campaigns with income targets
- Have good digital skills including experience of website content management systems, HTML, Google Analytics, Microsoft Office, social media, Canva and Adobe packages including Photoshop or similar
- Understand UX, website optimisation, and SEO
- Be self-motivated – you can work by yourself and as part of a team
- Be flexible and open to change
- Be creative – you can turn our operational plan into engaging supporter experiences
- Understand donor motivation with an ability to apply appropriate levels of stewardship
- Have an engaging personality - you enjoy communicating with people on a one-to-one level whether through a written or digital medium

We'd like you to:

- Have experience of using a fundraising CRM
- Understand International Development and/or India
- Have experience of the charity sector as an employee or volunteer
- Be an Associate of the Chartered Institute of Marketing - ACIM



Part 4: WHAT YOU'LL GET

So you want to work for us? Good choice! Here's what's on offer:

- Permanent contract with a 3-month probationary period
- 20 hours each week – we're open to discussing fewer/more hours
- £13,867 - £14,400 salary each year (£26,000 - £27,000 full time equivalent). Candidates start off at the bottom of the scale
- 19 days' annual leave (35 days' pro rata). Our office is closed on 25/26 December and 1/2 January - you must take annual leave on these days or the next working day. Your other 15 holidays are up to you – you choose when you want time off
- Non-contributory pension – we'll make contributions, even if you don't
- Hybrid working. We've found that a mix of working from our Edinburgh office and from home suits our staff and our organisation. Right now, all staff are based in the office on Mondays and Tuesdays. These office days might change, depending on what works for all staff
- Flexible working. We're open to this. No promises, but if it's good for you, then it's good for us

Part 5: HOW TO APPLY

Questions? We welcome contact before you apply – email Jamie on jamie@sla-india.org

We'd love to hear from anyone who has what we're looking for – see part 3. Since we solely work in India, if you have lived experience of this (you've lived and/or worked in India or South Asia), then we'd really like to hear from you.

To apply, send your CV and a covering letter telling us how your skills and experience fit this role to jamie@sla-india.org

Please give the names of 2 references - 1 should be your current/most recent employer. References will only be contacted once a job offer has been made.

Stage 1:	Wednesday 25 May 2022	Closing date for applications
Stage 2:	Monday 30 May 2022	Interview in our Edinburgh office led by our Chief Executive
Stage 3:	w/c Monday 6 June 2022	Interview in our Edinburgh office led by the Chair of our Board

We will let all applicants know whether they have been shortlisted for interview.

We will securely destroy the applications of unsuccessful applicants 1 year after the closing date.

