

Job Description



Job Title:	Marketing and Communications Officer
Location:	Homebased or Edinburgh or Perth
Reporting to:	Cruse Scotland CEO
Hours:	12-15 hours per week over 4 or 5 days
Salary:	£26,000-£28,000 pro rata depending on experience plus 6% contribution to pension

Purpose of the Role:

To deliver and develop Cruse Scotland's marketing strategy.

Aim of the Role:

Building awareness of and support for Cruse Scotland's work through designing and implementing effective marketing strategies using a variety of platforms.

Profile:

As the sole member of staff responsible for communications and marketing at Cruse Scotland, we're looking for someone who is confident about taking the lead on delivering our marketing strategy. You must also be comfortable taking the initiative with content and innovation, being proactive in your approach to the development of our messages.

Key Functions and Responsibilities:

- Review and deliver annual Marketing strategy.
- Contribute to ongoing development of Cruse Scotland's website & update content
- Writing and promoting high-quality blog post.
- Manage Cruse Scotland's social media accounts and post content utilising existing systems.
- Ensure Cruse Scotland's Brand guidance is adhered to at all times.
- Write and submit award entries on current work programmes.
- Manage media enquiries about Cruse Scotland's work and respond appropriately drawing on expertise within organisation.
- Produce reports for management and committees. Attend committee meetings as required.

- In liaison with colleagues produce copy for reports, leaflets and publications.
- Copywriting & proofreading of documents.
- Monitoring the impact of marketing work undertaken and performance against targets, tracking and analysing data.
- Establish good relationships with staff & volunteers that support marketing activity. Creating systems that will encourage participation.
- Ensure Cruse Scotland has bank of case studies and photos available for publications and reports, ensuring proper protocols and permissions are in place.
- Undertake any other duties or tasks which may be reasonably considered within the remit of the post.

Person Specification and Profile

Skills and Qualities	Essential	Desirable
Excellent copywriting, editing and proof-reading skills with high level of attention to detail and accuracy	✓	
Good team working skills	✓	
Ability to work on own initiative	✓	
Excellent organisational skills with the ability to deliver on competing deadlines	✓	
Ability to prioritise workload and use initiative, working autonomously	✓	
Skilled use of Microsoft Office and Outlook	✓	
Able to work occasional evenings and weekends		✓
Video editing skills		✓
Experience		
At least two years' experience in a similar marketing and communications role	✓	
Co-ordinating, planning and prioritising tasks to meet tight schedules and deadlines	✓	
Up-to-date knowledge of current marketing trends, particularly digital	✓	
Proven track record of delivering effective communications - printed, web and social media	✓	
Effective use of social media to reach stakeholders	✓	
Experience of marketing in a non-profit organisation		✓
Experience of working with disadvantaged groups		✓
Educated to degree level, preferably in a communications/ marketing discipline		✓
Experience managing corporate devising and implementing a marketing strategy		✓
Using digital and social media tools, applications and analytics		✓