



Marketing and Communications Lead

Role Profile

November 2022

**Together, we'll
find your voice.**



Welcome from
Laura Watkins, CEO

Thank you very much for your interest in the Donaldson Trust.

Our ambition is to be the National Body for Neurodiversity, and to deliver every day in a way which ensures we are focused on positive outcomes and continue to increase the range of support and development opportunities we offer. I am determined that we work as one organisation to ensure our relevance, vibrancy and sustainability.

Our approach is based on unwavering attention on the individual and, through person-centred planning, delivering the appropriate support and development, at the time it is most needed. We are committed to making sure that all voices of those who use our services and stakeholders are heard and woven into individual plans. We strive to continue to make our organisation sustainable, ensuring that we are here now, and in the future, to offer support and development opportunities to those who benefit from our services.

I look forward to hearing from candidates who are keen to work with us to help us shape the future at what can only be described as a critical time for the development of further opportunities for neurodivergent people in Scotland, and further afield.

Laura Watkins
CEO

About us

The Donaldson Trust (“Donaldsons”) is Scotland’s leading charity for neurodiversity.

Throughout our rich history dating back to the 1850s, we have been recognised and respected as a specialist provider of education and care. Our 2019 strategy sets out our ambition to become the national body for neurodiversity in Scotland. We are on a journey to excellence with the purpose of promoting and encouraging neurodivergent people to realise their potential.

Together, we’ll find your voice.

We pride ourselves on our person-centred approach and expertise, recognising the importance of tailored, flexible support services so we can truly meet the individual needs of neurodivergent children, young people and adults.

We aim to:

- Be relevant, vibrant, agile and sustainable.
- Be the recognised organisation for excellent practice related to neurodiversity.
- Improve the outcomes for neurodivergent individuals.
- Improve the representation of neurodiversity socially, politically and culturally.
- Grow a community of partners and partnerships supporting neurodiversity.

Our Values:

Individual Capability - Everyone has their individual capabilities; we find them. We help people reach their own potential. We loosen the confines and remove the barriers. We believe in every single person. Treating people as individuals shows we are flexible in our approach.

Creativity - We are curious, forward-thinking and always looking for a better way. One day, we will be truly pioneering.

Human Dignity - We have integrity. We treat everyone with respect. We listen.

Compassion - We understand. We have empathy. We are kind and caring.

Openness and Honesty - By being open and honest, we earn trust. From that, we build rewarding relationships.



The Role: Marketing and Communications Lead

Reports to: Director of People and Culture

Location: Hybrid working/Linlithgow

Job Purpose

This newly created Marketing and Communications Lead role is a fantastic opportunity to genuinely make a difference and know each day that the work you do has true purpose. We are looking for an ambitious, driven, and passionate marketer who is strategically minded yet hands on.

You will develop, design and deliver innovative marketing and communications strategies and campaigns to build awareness of Donaldsons' brand and services, engage with multiple target audiences and support the charity to achieve its strategic and operational priorities. Building our online and social media presence is a key initial focus for development and growth.

This is initially a standalone position with the potential to build a small team.

Key Responsibilities

- Working with the Executive Leadership Team, develop and deliver of Donaldsons' marketing and communications strategy.
 - Champion the brand amongst internal and external audiences and ensure all communication and marketing collateral meets brand guideline standards.
 - Establish the foundations of an effective marketing and communications function.
 - Have ownership for planning and delivery of all BAU marketing and communications activities, including:
 - Marketing and communications campaigns.
 - Content strategy, content creation and management.
 - Managing and maintaining content on the website, leading new website development.
 - Social media content creation and scheduling, significantly growing social media presence.
 - Email marketing, newsletters.
 - Drafting external and internal strategic communications,
 - Oversight of the Intranet and internal communications, working closely with the Director of People and Culture.
 - Ensure GDPR compliance for all marketing activity.
 - Carry out stakeholder mapping and target stakeholders with appropriate materials and messaging.
 - Liaise with and manage creative agencies/freelancers, overseeing the direction, performance and reporting on outcomes.
 - Commission, plan and deliver market research and analysis.
 - Lead on planning and organisation of events, both internal and external, aimed at raising awareness of Donaldsons and its work.
 - Track and analyse marketing and communications performance, evaluate effectiveness of marketing activities.
 - Report and present to Executive Leadership Team and Board Committees as required.
 - Lead, develop, coach and manage staff and volunteers, driving a culture of excellence and high engagement.
 - Support development of trust and funding applications.
 - Manage procurement processes for marketing activities.
 - Represent the organisation at conferences, exhibition stands and events.
 - With the support of the Director of People and Culture, prioritise, plan and manage the marketing budget.
 - Ensure compliance with all relevant policies and procedures and legal requirements, within own area of responsibility.
- ## Behaviours
- Be a role model for colleagues and stakeholders, showing energetic, determined, flexible and positive leadership that will support our aims of being relevant, vibrant, agile and sustainable.
 - Adopt a flexible leadership style with the ability to challenge as appropriate and able to give and receive constructive feedback.
 - Embed a coaching culture within your areas of responsibility that upholds Donaldsons values and ethos.
 - Continuously monitor your area of responsibility and identify areas for improvement and organisational learning.

Qualifications, experience and skills

- Proven experience of working in a marketing role.
- Demonstrable experience of planning and delivery of marketing and communications campaigns.
- Experience of project management and effective planning and evaluation.
- Excellent communication and interpersonal skills.
- Brand management experience.
- Strong writing skills, excellent grammar, spelling and attention to detail.
- Good knowledge of digital marketing techniques.
- Ability to collaborate effectively with a diverse range of stakeholders.
- Proven problem solving and strategic planning capability.
- Strong organisational skills, ability to meet deadlines and manage competing or changing priorities.
- Self-directed, results driven and able to multi-task in a fast-paced, dynamic environment.
- Ability to deliver stretching objectives through effective prioritisation and efficient use of resources.
- Strong analytical skills, with ability to understand, collect, analyse, report and present data.
- Creative and innovative thinker.
- Excellent customer service knowledge and skills.
- Ability to manage and monitor budgets.
- Excellent knowledge of GDPR in the marketing context.
- Knowledge and understanding of the third sector.



- Strong commitment to Donaldsons' values, mission and vision.
- Strong collaborative spirit.
- Highly self-motivated with effective leadership style and a self-managing "can do" attitude.
- Determination and willingness to take on new challenges and responsibilities.
- Willing to challenge stereotyping, prejudice, discrimination and bias.
- High levels of personal and professional integrity.

Desirable:

- Experience of managing website development.
- Experience of Sharepoint.
- Qualification in Marketing.
- Membership of the Chartered Institute of Marketing or Public Relations.
- Experience of working at marketing manager or senior officer level.

Remuneration:

Salary:	circa £37.5k per annum
Hours:	Full Time, 35 hours per week, Monday to Friday Happy to talk flexible working
Holidays:	39 days holidays (inclusive of public holidays)
Pension:	Group Personal Pension Plan, up to 12% employer contributions through salary sacrifice
Benefits:	Life Assurance Scheme (three times the salary) Employee Assistance Programme Health Cash Plan Doctorline Colleague discount scheme Family friendly policies Strong commitment to learning and development

To Apply:

To apply, please complete an online application form available on:
<https://www.donaldsons.org.uk/application-form/>

Closing date: Monday 28th November 2022

Interview date: Wednesday 7th December 2022