

Job Description

Marketing & Communications Manager

Maternity Cover (12 months)

For over 50 years, Cyrenians has tackled the causes and consequences of homelessness. We understand that there are many routes into homelessness, and that there is no 'one size fits all' approach to supporting people towards more positive and stable futures.

That's why all our work is values-led and relationships-based. We meet people where they are, and support them towards where they want to be. Our Vision is an inclusive society in which we all have the opportunities to live valued and fulfilled lives.

Our way of working is built on our four core values, which are at the heart of all our work and decisions:

Compassion | **Respect** | **Integrity** | **Innovation**

[Read more about us and our values](#)

[Read about our strategic aims](#)

1 General

The primary task of this role is to develop and manage the communication of Cyrenians work to a diverse range of audiences, ensuring that we position ourselves to meet the following strategic objectives:

- Continuing to add to the number of people who know about Cyrenians, like what we stand for and choose to support our work
- Improving the impact Cyrenians has on public policy debates which impact on our areas of expertise

The Relationships Team, led by the Senior Relationships Manager, supports and leads on three main areas:

- i) Fundraising
- ii) Marketing
- iii) Communications (internal and external)

This role will principally focus on marketing and communications but will also support fundraising activity.

2 Main Aims

Deliver a marketing and communications strategy that meets our strategic objectives of extending reach, growing income, and influencing public policy. Within this strategy:

Marketing: Ensure Cyrenians is visible to an external audience in a way which achieves our strategic aims and reflects our values-led work.

- Analyse data and provide insight into Cyrenians audiences to the organisation, and use this understanding to deliver effective communications
- Deliver planned and effective communications to supporters and public policy stakeholders
- Deliver a rolling calendar of public campaigns and communications; ensuring they are delivered effectively and efficiently to achieve organisational objectives
- Support internal teams to develop and achieve appropriate communication targets, and differentiate our services from the competition.
- Develop and produce a range of materials to support our services as required

Public Affairs & Public Relations work: Work with the Senior Relationships Manager and relevant colleagues to identify and lead opportunities for Cyrenians to influence public policy on priority policy areas in the public domain, in line with the organisation's strategic objectives.

Advise the Leadership Team on PR activity, including reactive and crisis management communications.

Digital Communications: Ensure the organisation is represented in all appropriate digital channels, including our website, and that this communication is on-brand and supports the delivery of our strategic aims whilst being responsive to emerging opportunities.

Content Development: Develop the organisation's ability to share moving, life-changing impactful stories, in a way that is sensitive to those that we support and connects with our audience.

Internal Communications: Lead the delivery of engaging internal communications, working in collaboration with our Leadership Team and People Team to create meaningful engagement ensuring our staff and volunteers feel valued members of the team.

Branding: Lead responsibility for maintaining the organisational brand and tone of voice.

Training: Support staff across the organisation to develop their skills and confidence in marketing and communications to meet the needs of their role, delivering training and support as required.

Line Management:

- Inspire and motivate Marketing and Communications team members by fostering a work environment that encourages new ideas, team-based efforts and collaborative working
- Develop and support team members in line with Cyrenians policies and procedures

- Ensure team members have clear objectives and the skills and learning opportunities to be highly effective in their roles
- Ensure the Marketing and Communications Team works collaboratively with the wider Relationships Team and colleagues across Cyrenians, to identify and follow-up opportunities to increase engagement, raise income and awareness, and influence policy
- Manage volunteers as required, ensuring that there is a strong culture and practice of learning, development and creating a supportive environment.

Budget holding: Work with the Senior Relationships Manager to set and manage a budget for delivery of Communications and Marketing objectives.

Monitoring and Reporting: Report against agreed KPIs to demonstrate progress against Marketing and Communications objectives, budgets and social outcomes/returns, including social media reach and web-site analytics for inclusion in the CEO report to Trustees. Analyse the results of all marketing and communications activity and present findings and recommendations for learning and development.

Achieve recognition for ongoing communications, campaigns and appeals by identifying and making applications for suitable awards.

Other Duties:

- To adhere to all Cyrenians policies and procedures; in particular to adhere to and promote good practice regarding i) volunteers ii) confidentiality; iii) Health & Safety of self, colleagues, volunteers and service users; and iv) equality of opportunity
- To undertake any other duties that may reasonably be expected to fulfil the role

3 Person Specification

Knowledge and Experience	
At least two years' experience of marketing, planning and communication at a senior level	Essential
Experience of public/third sector relationships through paid and/or voluntary work	Essential
A sound knowledge of marketing, PR and digital communications good practice, compliance with standards, and the current regulatory environment	Essential
Knowledge of fundraising, compliance with standards and the current fundraising environment within which charities are operating	Desirable
Experience of using digital technology for marketing and/or communications	Essential
Experience of managing media relations	Essential
Knowledge, understanding and experience of social outcomes and funders' expectations on evidencing social outcomes	Desirable
Experience of managing staff	Essential
Experience of managing volunteers	Desirable

Established network and connections	Desirable
Skills	
Excellent organisational abilities	Essential
Ability to manage multiple tasks at once	Essential
Ability to work under pressure and to deadlines	Essential
Strong oral communication skills	Essential
Excellent business writing skills with the ability to produce accurate and well-presented work	Essential
Copywriting skills – ability to produce content that draws readers in, and conveys why Cyrenians work is important and impactful	Essential
Excellent interpersonal skills	Essential
Team working abilities	Essential
Patient and respectful of all people, whatever their background or presenting behaviour	Essential
Positive thinker and creative problem solver	Essential
The ability to delegate and empower volunteers	Essential
Ability to use digital technology effectively	Essential
Attributes	
Enthusiasm and Energy	Essential
Creative approach to tasks and problem solving	Essential
Appreciation for Cyrenians work and desire to contribute to this and to work in Third Sector	Essential
Qualifications	
Degree level education or equivalent professional qualification (e.g. CIM to at least Diploma level)	Desirable
Member of relevant professional body (e.g CIM)	Desirable
Circumstances	
Able to work flexible hours in line with the requirements of the post. Must be willing and able to occasionally travel across the country with some overnight stays away within the UK. Where appropriate, time off in lieu may be agreed.	Essential

4 Terms and Conditions

<u>Employer:</u>	Cyrenians
<u>Accountability:</u>	Cyrenians Board of Trustees (via the Chief Executive of Cyrenians)
<u>Line Manager:</u>	Senior Relationships Manager
<u>Reporting:</u>	Report against work plan at regular support and supervision meetings.
<u>Workplace:</u>	Edinburgh based with some travel across Scotland as required. Remote and hybrid working options are available by negotiation
<u>Working Hours:</u>	37 hours per week which may include occasional evening and weekend work
<u>Annual Leave</u>	25 days plus 10 public holidays
<u>Salary:</u>	£32,295 – £36,803 per annum (salary scale points 31 to 36)

<u>Driving licence:</u>	Desirable
<u>Vehicle:</u>	The post holder will be asked, where possible, to provide their own vehicle, although an alternative can be access to a car club scheme; travel costs will be reimbursed based on HMRC-approved mileage rates
<u>Pension:</u>	Auto-enrolment into Qualifying Workplace Pension Scheme (QWPS) which is a Group Stakeholder Pension Scheme – current contributions being 5% employee and 3% employer. Option of enhanced Employer contributions to the same QWPS of 6% initially, rising to 9% after 2 years and 12% after 5 years (subject to employee contributions of 6%)
<u>Status:</u>	Maternity cover – 12 months from May 2023
<u>Disclosure:</u>	Not required

5 Closing date and Interviews

Closing date: 12 noon on Monday 20th February 2023

Interviews will be held week commencing 27th February 2023

Please refer to the Recruitment Information leaflet for further information on completing and submitting your application form.

Further information can be found at www.cyrenians.scot