



SOCIAL MEDIA AND WEBSITE COORDINATOR

7 hours per week. £5,388.91 Pro rata (£26,994.55 fte)

Office, hybrid and remote working available.

Permanent.

Role overview

Ecas is looking for a part-time (7 hours per week) Social Media and Website Coordinator to join our small team, working remotely or based in our office. The successful candidate will have strong graphic design and copywriting skills, experience managing social media platforms, updating/editing websites, and creating impactful and engaging content.

About us

Ecas is an Edinburgh based charity and was established over a hundred years ago. The charity works to improve the quality of life of physically disabled people in the Edinburgh and Lothians area: promoting equality, choice and participation through our activities, befriending service and grants.

Alongside creating compelling content about our own services, we post infographics focusing on topics of interest to our audience, ranging from ableism to coping with Covid-19 worries. The Social Media and Website Coordinator will work collaboratively with other members of staff, writing blog posts and promoting events such as Befriending Week.

During 2020 our output was revised to better reflect our services that at the time were taking place virtually via Zoom. Since mid-2022 we have returned to the provision of services in person as well as offering a blended approach. Our current output focuses on filling spaces in our activity groups, writing blog posts and promoting events such as befriending week. Opportunities also exist to support the production of hard-copy marketing resources such as our annual report, and promotional flyers.

Job Description

To carry out this role successfully you will have a solid understanding of the use of a range of social media platforms. You will have strong editing, writing and design skills suitable for each platform using effective storytelling techniques. You will also have the ability to analyse and use data to influence future campaigns. Knowledge and understanding of disability, social inclusion and equality issues is essential to this role.

Principle Duties

- Identify online opportunities to promote all Ecas services to engage new and existing service users.

- To review and execute a social media strategy in liaison with the Chief Executive.
- Provide regular status reports on all social media and website activity to the Chief Executive.

Detailed duties:

- To review and execute a social media strategy promoting all Ecas services to engage new and existing service users.
- To create impactful and engaging content for use across a range of social media platforms, Ecas website and blog. This may include filming and editing video for online use. All content must abide by Ecas' social media guidelines.
- To analyse and use data to influence future campaigns.
- To collaborate with Ecas staff to produce and run paid advertisements where necessary to promote Ecas services.
- To collaborate with Ecas staff to create and promote marketing materials.
- To attend any relevant staff training that Ecas recommends is necessary.
- To publicise Ecas services wherever appropriate.
- To maintain effective administration records relating to your role.
- To be primarily self-servicing including word processing letters and reports.
- As a member of a small office team, assist in other reasonable tasks as required.
- To comply with Ecas staff policies.

SOCIAL MEDIA AND WEBSITE COORDINATOR

TERMS OF APPOINTMENT, QUALIFICATIONS AND EXPERIENCE REQUIRED, AND APPLICATION PROCESS

Terms of appointment

- The post is part-time for 7 hours per week. Office, hybrid and remote working are available. Ecas operates a flexi-time system.
- The full time equivalent (fte) salary will be £26,994.55 and the salary paid will be *pro rata* based on 7/35 fte.
- There will be a probationary period of 6 months.
- Holiday entitlement is *pro rata* based on 30 days (which includes statutory holidays) fte.
- There is an optional contributory pension scheme after 3 months.
- The appointment will be subject to medical checks.

Essential qualifications, skills and experience

- Experience in building and executing a social media strategy across a range of platforms.
- Knowledge and understanding of disability, social inclusion and equality issues.
- Experience of updating websites, creating blogs and other suitable content.
- Strong editing and writing skills suitable for each platform, from knowing how to write a successful tweet or post to using effective storytelling techniques in a blog.
- Strong design skills to ensure impactful content.
- Excellent interpersonal skills and the ability to communicate effectively with people at all levels, both verbally and in writing.
- Experience using content management systems to schedule social media posts.
- Good analysis skills, with the ability to draw and use data to influence future campaigns.
- Ability to maintain a professional manner whilst using tact and diplomacy.
- Ability to use own initiative and organise own work efficiently, in consultation with the Chief Executive.
- Collaborate with Ecas staff to create and promote marketing materials.
- Computer literacy, including email, Word and ability to update databases.

Desirable qualifications and experience

- Experience of working with people with physical disabilities, as an employee or a volunteer.
- Experience of working in the voluntary sector.
- Experience of using Wordpress software.
- Experience of using Adobe Photoshop Elements
- Ability to produce and run paid advertisements, including Facebook and Google ads, to promote Ecas services.
- Experience of filming and editing video content for online use.

Application process

To apply please send your C.V. with the names of two referees. Please also send a covering letter (preferably 1 side, but maximum 2 sides, of A4 with minimum 11 font) clarifying how you meet the required skills and experience, and saying why you consider yourself suitable for the post. Examples of social media content designed and created by you (on behalf of an organisation or yourself) will be required for the interview stage. Referees will not be contacted until an offer has been made and accepted.

Completing the Equal Opportunities Monitoring Form is entirely voluntary and will be used for analysis purposes only. The information supplied will be kept confidential and will not be forwarded to the recruitment panel.

We value diversity, promote equality and encourage applications from people of all backgrounds.

The closing date is 6 pm Thursday 23rd March 2023. Interviews can be held in person at Ecas' office in Norton Park or via Zoom. Interview date TBC, from Friday 14th April 2023.

Feedback can only be provided to applicants who reach the interview stage.

Applications should be sent FAO: Ally Irvine, Chief Executive.

Email: hello@ecas.scot

If you have any queries regarding the role please email ally@ecas.scot or call 0131 475 2344/07500 221 618.