

## Communications and Engagement Assistant

<b>POST</b>	Communications and Engagement Assistant
<b>EMPLOYER</b>	VOCAL – Voice of Carers Across Lothian
<b>SALARY</b>	SP46 £28,854 per annum, pro rata (£15.36 per hour) VOCAL will match up to 6% pension contribution 33 days paid leave plus six fixed public holidays (pro rata)
<b>HOURS</b>	24 hours per week.
<b>LOCATION</b>	The postholder will be working in Edinburgh from VOCAL's Edinburgh Carers' Hub at 60 Leith Walk, with occasional meetings at VOCAL's Midlothian Carer Centre.

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### Purpose of the post

The post holder will be responsible for supporting VOCAL's communications and engagement functions as part of the Communications Team. Reporting directly to the Head of Digital and Communications, this is a varied role involving the full communications mix.

The Communications Team aims to develop and expand VOCAL's reach to increase carer awareness and identification, promote carer engagement and VOCAL's services, and to build cross sector partnerships and synergies. From social media and website development, to email marketing and leaflet production, the team is responsible for a wide range of outputs and platforms.

### VOCAL values

- We are carer-led and engage carers in all aspects of our work
- We recognise and advocate for carers as equal partners in care
- We support carers to:
  - build on their strengths and skills
  - identify and achieve their outcomes
  - strengthen their resilience
  - improve their quality of lives
- We believe in diversity, equality of opportunity and choice
- We promote transparency and honesty
- We treat people with dignity and respect
- We create opportunities for innovation, creativity and enterprise
- We seek to work in partnership around agreed outcomes

### **Improved outcomes for carers**

The post holder will contribute to the following outcomes for carers.

Carers will report:

- being better informed about issues linked to their caring role
- improved confidence in their ability to shape services and support
- improved confidence in managing their caring role
- improved physical and mental wellbeing
- improved confidence in their ability to deal with the changing relationships
- improved economic wellbeing
- improved social wellbeing
- improved personal safety

## **Person Specification**

The post holder is expected to evidence and demonstrate the following.

### **Qualifications (Desirable)**

- Educational qualifications which may include qualifications in marketing, communications or digital media to university degree level, or other relevant qualifications

### **Experience (Essential)**

Post holder will demonstrate previous experience in:

- a communications, engagement, marketing or digital role (minimum of one year)
- experience working with internal and external partners and stakeholders
- using communications channels, including social media, email marketing, website development and design development
- contributing to the delivery of successful digital communications, design and marketing campaigns or projects
- scheduling social media content on Facebook, Twitter and LinkedIn

### **Knowledge (Essential)**

Post holder will demonstrate:

- knowledge of content management systems to update website content and images

### **Skills (Essential)**

Applicants will demonstrate:

- excellent verbal and written communications skills
- excellent IT skills

- ability to work in a fast-paced environment, and manage a busy workload with competing priorities
- confidence in abilities, including strong decision making skills
- ability to work on own initiative and take direction
- good teamwork and a collaborative approach, with the ability to form effective working relationships with internal and external stakeholders
- strong attention to detail
- ability to plan and work to tight deadlines on a daily basis

### **Experience, Knowledge and Skills (Desirable)**

- An understanding of issues affecting carers
- Third or charitable sector in a paid or volunteering role
- Experience analysing data and presenting reports on findings

## **Job Description**

### **Social media**

- Schedule social media content across VOCAL channels, supporting the Communications Team
- Draft social media content, with the support of the Communications Team
- Monitor social media channels and respond to enquiries
- Create social media images, with the support of the Communications Team

### **Web**

- Work with relevant VOCAL teams to update and maintain VOCAL's suite of websites to ensure information is accurate. For example working with the Carers Training team to add VOCAL events, activities and training to the Carers Training website.
- Monitor and update VOCAL's Carer Support Finder website and liaising with partners to ensure listings are accurate
- Draft news articles for VOCAL's suite of websites

### **Engagement**

- Identify opportunities to distribute information about VOCAL's services, through digital and print marketing materials
- Work with VOCAL's Carer Support Team to coordinate effective distribution of marketing materials
- Identify opportunities to engage with communities in Edinburgh and Midlothian
- Coordinate promotion of VOCAL and partner services with external partners

## **Email marketing**

- Schedule VOCAL's eNewsletters, assisting with content creation where required
- Update contact information on email marketing platforms in line with data protection and GDPR guidelines

## **Digital and print asset support**

- Update marketing materials using templates
- Create or source images for communications assets

## **Reporting**

- Provide regular figures and analysis of social media, email marketing, website and campaign activity, with the support of the Digital Communications and Support Officer

## **Administrative support**

- Support the Communications Team as required
- Maintain and update key contacts utilising VOCAL's CRMs
- Audit VOCAL's printed stock and monitor supply and adherence to quality assurance
- Support effective monitoring and distribution of press and media activity
- Support data and information governance through regular auditing of digital/print assets and compliance with internal guidelines

## **General duties**

- Contribute to VOCAL's quality assurance frameworks in all areas of practice
- Comply with VOCAL's policies and procedures
- Participate in relevant staff team meetings

Carry out other non-recurring duties as arise from time to time, and provide cover during the absence of team members.

## **Accountability, Management and Development**

The post holder will benefit from a structured induction programme within the first month of appointment, followed by a six months' probation period.

The post holder will ultimately be accountable to the Board of Directors. For line management, supervision and support the post holder will report to VOCAL's Head of Digital and Communications.

VOCAL acknowledges its responsibility to help identify training needs of staff and to allow reasonable time and resources for staff training, where such training furthers the duties and responsibilities of the post.

The post holder will be based at the Edinburgh Carers' Hub, but will be expected to carry out a range of duties at different locations in Edinburgh and Midlothian.

The post holder will be expected to carry out the duties of this post with due regard to Equal Opportunities and non-discriminatory practice.

## **Conditions of Service**

The post is advertised at 24 hours per week (ideally worked over 4 days, final arrangement to be agreed with successful candidate). Occasional weekend work may be required.

VOCAL offers a range of contractual benefits, including:

- generous annual leave entitlement of 33 days plus six public holidays (pro rata for part-time staff). This increases with length of service.
- a 6% pension contribution which increases with length of service
- enhanced maternity, paternity and adoption pay
- paid Carer's Leave
- enhanced sick pay
- a Cycle to Work Scheme.

The postholder will be expected to undergo a Basic Disclosure check.