

JOB DESCRIPTION

Job Title:	Marketing and Communications Coordinator
Salary:	£22,986.72 per annum – pro rata
Hours of work:	30 – 35 hours per week This may include working some unsociable hours including evenings and weekends
Contract Type:	Permanent
Office base:	The Gateway, North Methven Street, Perth, PH1 5PP – Hybrid Working
Service:	Third Sector Interface
Responsible to:	Third Sector Interface Chief Officer
Responsible for:	No direct reports

Background

Perth & Kinross Association of Voluntary Service (PKAVS) is a local charity who provide a diverse range of services that enable the organisation's vision of a Perth & Kinross where people flourish, and their communities thrive. Every year PKAVS supports over 5,000 local people across all communities, helping them to overcome barriers and achieve their goals.

PKAVS administers the Third Sector Interface (TSI) function for Perth and Kinross on behalf of the Scottish Government; enabling, empowering, and collaborating with third sector organisations across the region to achieve a positive impact and timely responses to local challenges and priorities, providing capacity building support, strengthening partnership working, supporting the third sector volunteering needs and facilitating an effective and robust third sector contribution to strategic discussions at both local Perth and Kinross Community Planning Partnership level and national level.

The TSI team provide a free suite of support for community groups, voluntary organisations, charities, and social enterprises alike. Underpinned by an assets-based approach and a commitment to community empowerment and democratic renewal, the TSI supports individuals and communities to act on their priorities and generate new ideas for positive change to flourish.

Role

As the **Marketing and Communications Coordinator** your ability to spread the word about our mission; your knowledge and experience about social media channels and your innovation in maximising our social engagement is critical to the success of our work. You'll thrive on working closely with the TSI team coordinating and implementing all social media activities and administering our marketing and communications projects and campaigns across all channels.

Key Objectives – the key objectives of this position are to:

1. Spread the word about our TSI mission. Create demand for our services, increasing conversion and third sector engagement by utilising, identifying, and connecting our third sector organisations through our social media networks.
2. Ensure all communication is relevant, compliant and compelling to our stakeholders. Take ownership for the end-to-end coordination and delivery of campaigns.
3. Review analytics regularly and use the information to predict where success lies in continuously improving our engagement with the third sector in Perth & Kinross.
4. Be knowledgeable and passionate about what the third sector in Perth & Kinross cares about and be able to connect their issues to our services.

Key responsibilities – the key responsibilities of this position are to:

1. Develop an innovative social media strategy and plan that aligns with our broader mission and that engages our third sector audience.
2. Take ownership for our social media channels and make them stand out by planning, scheduling and optimising inspirational content for LinkedIn, Instagram, Facebook, Twitter and You Tube.
3. Create engaging and exciting content including video, images, text, and audio content that delivers tangible improvements in the TSI's reach and social presence.
4. Become a torch bearer for the Third Sector Interface, mastering our tone of voice and furthering our offering to the third sector in Perth & Kinross.
5. Keep up to date with third sector news and topics, engage with the third sector community online and generate conversations that establish a positive TSI brand and position as thought leaders in our sector.
6. Assist the TSI team with other marketing projects and campaigns as required.
7. Increase the number and quality of visitors to our website and social media channels by keeping them up to date with the latest social media trends and algorithm changes, testing content to better understand its performance and impact on our stakeholders.
8. Ensure all stakeholders are kept up to date with the latest social media and communications initiatives.
9. Maintain promotional items and marketing materials and support the administration of day-to-day marketing operations including digital marketing campaigns, presentations, events and projects.
10. Review daily, weekly and monthly social media reach, engagement actions and conversations and also website traffic, conversions, new and returning visitors and interactions and use this information to agree on future priorities.
11. Identify opportunities for improvement in social media and marketing plans and engage colleagues in the TSO team to contribute their ideas and solutions to issues as they arise.

Success Criteria – you'll know you are succeeding if there is a continuous increase year-on-year in the awareness, engagement and conversion of our third sector stakeholders.

This job description is not an exhaustive list of tasks, and the post holder may be asked to undertake any other reasonable duties in connection within their capability.

Critical competencies - To be successful in this position you'll need to be:

- An excellent ambassador of our mission, our vision, and our brand.
- A strong, positive, confident, and kind person with excellent communication and interpersonal skills and the ability to make things happen.
- Great at writing copy in our tone of voice and make both creative and strategic decisions that preserve our brand.
- Skilled in planning ahead and working proactively while being adaptable and comfortable in working reactively when required.
- Responsible for owning your role in the organisation, working both collaboratively and independently to drive forward and deliver on all projects.
- Adept at interpreting social media data and analytics and to act on findings and create continuous improvement.
- Able to demonstrate a proven track record of success in the strategic management of social media accounts.
- Competent in SMM software such as Canva, HubSpot, Adobe Suite or other relevant software.

- A good understanding about the mission of the Third Sector Interface and how it contributes to the dynamic third sector in Perth & Kinross.

Additional Information

Employer:	The post-holder shall be employed by Perth & Kinross Association of Voluntary Service Ltd. (a registered charity in Scotland SC 005561).
Location of Work:	This post will be based at The Gateway, North Methven Street, Perth PH1 5PP or other sites/services as required by the organisation.
Responsible To:	Third Sector Interface Manager
Probation:	This post carries a 6-month probationary period.
Induction:	A planned Induction Programme will be offered together with relevant job specific training.
Offer of Employment:	An offer of appointment will be made subject to two satisfactory references and eligibility to work in the UK.
Support and Supervision:	The post holder will receive regular support and supervision carried out by the line manager.
Holidays	<p>PKAVS determines annual leave entitlement in hours and not days to ensure equity for all employees by ensuring that staff who work variable hours/shifts do not receive either more or less leave than colleagues who work a standard shift pattern.</p> <p>On appointment - 238 hours</p> <p>Equivalent to 34 days (28 days annual leave and 6 public holidays)</p> <p>After 2 years - 252 hours</p> <p>Equivalent to 36 days (30 days annual leave and 6 public holidays)</p> <p>After 3 years - 273 hours</p> <p>Equivalent to 39 days (33 days annual leave and 6 public holidays)</p> <p>Please note that annual leave hours stated above are based on you working full-time. This will be calculated on a pro rata basis for part time staff.</p>
Pension Scheme:	PKAVS Ltd operates an auto enrolment pension scheme.

PKAVS is an Equal Opportunities employer

Employee Signature: _____

Date: _____