

Communications Development Worker

JOB DESCRIPTION

Responsible to: Emerging Trends and Training Coordinator (ETTC)
Starting Salary: £25,520 pro rata for 14 hours weekly, plus 5% employer's pension contribution
Working Hours: 14 hours per week
Office Base: 32 Cockburn Street, Edinburgh, EH1 1PB, some travel across Scotland

Crew 2000 Scotland is an award-winning national charity, based in Edinburgh, at the forefront of tackling new and emerging drug trends. Crew seeks to reduce harm from drug use and improve public health with the input of people who access drug services, working with a wide range of local, national, and international partners.

ROLE PURPOSE

- To design, plan, schedule, deliver, monitor, and evaluate the success of Crew's online social media focussing on drug trends, psychostimulant drugs and effective interventions with people who take drugs.

DUTIES AND RESPONSIBILITIES

- Delivering regular Crew social media content and marketing, working collaboratively with Crew project teams.
- Collaborating with the ETTC to support other projects with their social media communications and providing coaching to up-skill the wider Crew team.
- Capturing videos and images of important moments (with appropriate permission) and events for social media and posting them with minimal delay.
- With technical support from our web-hosting company, updating the Crew website on a regular basis.
- Assisting with marketing Crew training with guidance from the Emerging Trends and Training Coordinator, contributing to unrestricted income generation.
- Supporting Crew in other marketing activities, eg fundraising, Expert Witness service, volunteering opportunities
- Attending occasional festivals and/or dance events to disseminate harm reduction materials and gather trends information.
- Contributing to information production and quality assurance of materials produced by Crew including www.crew.scot, working closely with the Information Sub Committee, external partners, and people with lived and living experience.
- Contributing to quarterly Board and Scottish Government reports with guidance from the Emerging Trends and Training Coordinator.
- You will work collaboratively with staff, members, volunteers, and stakeholders to develop and deliver Crew's Social Media Strategy
- You will contribute to volunteer induction, training, and development in conjunction with other key staff and volunteers, including training and supporting volunteers to create digital content.

Person Specification

Essential	Desirable
Knowledge	
<ul style="list-style-type: none"> • Good working knowledge of psychostimulants and drug trends • Evidence-based general drug and treatment/harm reduction knowledge • Knowledge of social media: different platforms and how to interact on each in a professional capacity. 	<ul style="list-style-type: none"> • Knowledge of communications, social media, and networking theory • Knowledge of monitoring and evaluation methods for social media campaigns effectiveness.
Skills	
<ul style="list-style-type: none"> • Excellent verbal and written communication skills • Ability to balance competing priorities and meet tight deadlines • Ability to work under pressure in an extremely busy environment • Strong level of computer literacy with a working knowledge of Microsoft Office, Zoom, Survey Monkey and Canva. • Ability to apply critical thinking skills to internet information sources. 	<ul style="list-style-type: none"> • Skills in web platforms, eg Java script
Previous Experience	
<ul style="list-style-type: none"> • Experience of web/social media content creation using desktop publishing software. • Experience in graphic design for both social media as well as digital resources. • Track record of effective social media communication. 	<ul style="list-style-type: none"> • Experience creating harm reduction resources. • Experience working with a brand identity, or existing brand, to create resources.
Education/Training	
<ul style="list-style-type: none"> • Higher education/professional qualification in graphic design, communications, social science, media or three years' experience of: <ul style="list-style-type: none"> - Online social media brand-related content with a portfolio and evidence of CPD or - working in the communications/ media field and further education qualification in a related discipline 	<ul style="list-style-type: none"> • Recent continuing professional development in a relevant area
Attitudes/Personality	
<ul style="list-style-type: none"> • Team worker 	

<ul style="list-style-type: none"> • Commitment to Crew's ethos and understanding of the need to work with people to effect positive changes • Committed to Crew's organisational values of being: • Accepting: non-judgemental, unconditional positive regard • Genuine: being genuine and real with each other • Empathic: walking in someone else's shoes as if they were your own • Justice-focused: acting to change the balance of power towards justice, equality, and human dignity • Accountable: we trust in our courage to own mistakes and learn from them; we are realistic about what we commit to do, and we do it. 	
Other	
<ul style="list-style-type: none"> • Ability to work flexible hours including evenings and weekends with a time in lieu system 	

To apply for this post please complete the accompanying application form and return to applications@crew2000.org.uk by **12.00 Noon Monday 6th November 2023** – **thank you.**

We won't monitor this email address until after the closing date – please contact admin@crew2000.org.uk if you have a query. **Please note that we will not accept applications received after this time and date.**

Interviews will take place **Friday 10th November 2023 in person.**

With regret, we cannot guarantee to contact applicants whose application is not shortlisted.