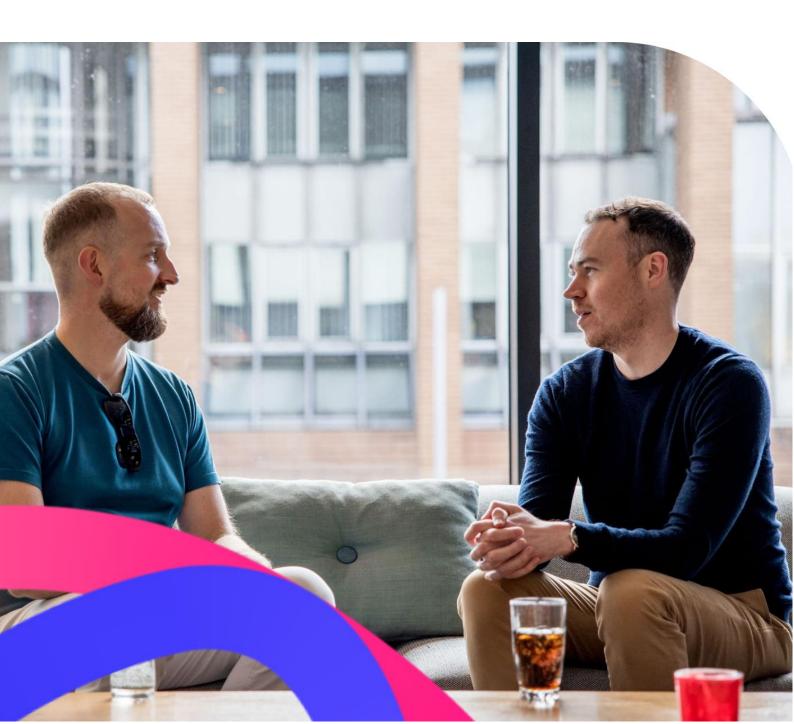
MND Scotland Digital Content Coordinator Job Pack



MND Scotland - About Us

About MND Scotland

MND Scotland is the only charity in Scotland dedicated to supporting people with MND, their families, and friends.

Since being founded over forty years ago, MND Scotland has provided practical, financial, and emotional support to anyone affected by MND whilst also funding essential research into finding effective treatments and a cure.

MND Scotland is funded entirely by donations and grants. The charity's patron is Her Royal Highness, the Princess Royal.

For more information, visit mndscotland.org.uk.





Digital Content Coordinator

Hours: Full time (35 hours per week. Fixed term for 18 months)

Salary: Grade 4 - £27,157 (gross per annum)

Location: Glasgow office with occasional travel across Scotland

Directorate: Stakeholder, Engagement and Fundraising

Reports To: Interim Head of Communications

Role Purpose

To support the charity's ambitions, MND Scotland is looking for a passionate communicator to create engaging and inspiring content that will spread the word about motor neuron disease (MND), engage our supporters and help us to reach new audiences.

You will work collaboratively with colleagues across the organisation to identify stories and bring them to life across our internal and external channels.

You will lead on creating video content and support the communications team to maximise opportunities across multiple channels. You will inspire and motivate people to join our cause, while helping to raise awareness and understanding of the impact MND has on people's lives.

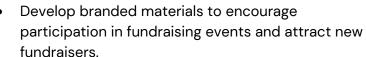
The successful candidate will enjoy experimenting with new approaches and tools to keep up with emerging trends.

This is a new role, and we would welcome a driven individual who is keen to shape the role and bring their experience to advance our digital presence.

Together we will make time count.

Key Responsibilities and Accountabilities

- Create compelling and imaginative digital content including videos, images, graphics and web copy.
- Develop innovative content for MND Scotland's social media channels, including short videos, GIFs, and eye-catching graphics, to engage and grow our audiences.
- Deliver email campaigns and regular newsletters.
- Work collaboratively with colleagues in fundraising, support services, policy and campaigns, research, and external agencies to deliver impactful communications for a variety of audiences.



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- Work with the wider team to develop compelling case studies to support MND Scotland's media activity, appeals, campaigns and information materials.
- Build MND Scotland's bank of digital assets including audio, video and photography.
- Suggest innovative ways to engage our supporters and grow our audience.
- Represent MND Scotland at external events as required.

Essential Skills and Experience

- Be an engaging storyteller.
- Proven experience in videography and content creation.
- Experience in photography, including editing.
- A track record in developing, maintaining and updating website content using a content management system (CMS) platform.
- Experience using a range of communications software e.g., graphic design and video software.
- Ability to work within brand guidelines to create branded content.
- Experience developing social media platforms and measurement using analytics.
- Good verbal and written communication skills, including ability to communicate with empathy and care to the people currently living with MND and their families.
- Good listening and interpersonal skills.
- Excellent organisational skills.
- Ability to work autonomously using own initiative.
- Ability to work as part of, and contribute to, a diverse team.
- Ability to manage a varied workload.
- High level of attention to detail and proof-reading skills.
- Flexibility

Desirable Skills and Experience

- Knowledge of the voluntary sector.
- Experience of working within a charity environment.
- UX experience.

Essential Competencies

- Open and skilled communicator with the ability to build trust and rapport quickly.
- Excellent personal skills with the ability to speak to people currently living with MND and their families with empathy and understanding.
- Excellent time management skills: ability to work to tight deadlines and prioritise own workload.
- Excellent IT skills



Personal Attributes

Working as part of a team by being approachable and willing to help and not afraid to ask for help, communicating fully and openly whilst showing respect for other people and their knowledge. Organising own work (and others' where appropriate), planning ahead and ensuring that tasks are prioritised, resources are allocated and co-ordinated appropriately and deadlines are met.

Additional Relevant Criteria

We pride ourselves in operating in a flexible working environment and collaborative working is at the core of what we do. To ensure we achieve this, you will be required to work from the Glasgow office on a regular basis as part of your flexible working.

This job description is current at the date of issue. As and when the work of MND Scotland develops or changes so the areas of responsibility may be subject to change, and the job description reviewed. Such changes would in the first instance be made in consultation with the post holder.

MND Scotland Benefits, Rewards and Employee Recognition

The information below provides a brief statement of the benefits, rewards, and employee recognition schemes available. Please check your contract of employment, company policies and individual rules for eligibility and terms and conditions.

MND Scotland reserves the right to withdraw, amend the scheme and change providers as appropriate.

| | Pension Scheme | Eligible employees are automatically enrolled in MND Scotland's Group Stakeholder Pension Plan operated by TPT Pensions within one full month from their start date. Currently MND Scotland contributes 7.5% of gross basic salary and employees are required to make a minimum gross contribution of 3% of gross basic salary. |
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| ing ing | Life Insurance | 3 x base salary cover. This is a day one right for all MND Scotland employees. |
| l Wellbe | Annual Leave Entitlement | 31 days leave per year, plus one additional day awarded for each year of service up to a maximum of 5 days |
| port and | Employee Assistance Programme | (Counselling and Psychotherapy) Training, Coaching, Mentoring and Supervision. Mindfulness Workplace Meditation. |
| Employee Support and Wellbeing | Able Futures | A self-referral service which offers employees the opportunity to access mental health specialists that can help you cope with any difficulties that are affecting your focus and time at work. |
| | Enhanced Company Maternity Pay | Eligible employees (one year's continuous service) |
| | Enhanced association sick pay (after probation period) | Company paid sickness absence in accordance with the sickness absence policy and contract of employment after probationary period completed. |
| | Enhanced Jury Service | Full salary paid during Jury service minus deduction for expenses received from the court |
| | Flexibly Working Environn | nent |

| Employee voice and opportunities | Staff Survey | Have your say in the anonymous employee engagement survey |
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| | Employee voic opportunities | Staff Training |

| Organisational Commitments | Disability Confident Committed Employer | |
|-------------------------------|--|--|
| | Accredited Living Wage Employer | |
| | Equal Opportunities Employer | |
| | Charter Champion - Volunteer Charter | |
| | Supporter and Provider of Sanitary Products | |
| | Our Pledge to Mental Health | |
| 0 0 | Our commitment to continually review our benefits and wellbeing initiative | |

