

Job Description

Marketing and Communications Officer

For over 50 years, Cyrenians has tackled the causes and consequences of homelessness. We understand that there are many routes into homelessness, and that there is no 'one size fits all' approach to supporting people towards more positive and stable futures.

That's why all our work is values-led and relationship-based. We meet people where they are, and support them towards where they want to be. Our Vision is an inclusive society in which we all have the opportunities to live valued and fulfilled lives.

Our way of working is built on our four core values, which are at the heart of all our work and decisions:

Compassion | **Respect** | **Integrity** | **Innovation**

[Read more about us and our values](#)

[Find out more about our impact](#)

1 General

The primary objective for this Marketing and Communications Officer role is to lead on digital communications for Cyrenians, increasing the brand reach and recognition and meeting the following strategic objective:

- Grow the reach and impact of our external communications with a focus on increasing the number of people who know about Cyrenians, like what we stand for and choose to support our work and influencing the public debate surrounding the causes and consequences of homelessness.

This role will develop our digital and off-line content to raise awareness of our work, tell our stories, positively contribute to public debate surrounding homelessness and social exclusion, and support Cyrenians appeals to raise vital donations.

The position reports to the Marketing and Communications Manager and sits within the Relationships Team which coordinates Fundraising, Communications and Public Affairs.

2 Main Aims

Digital Communications: Managing the scheduling and creation of content and copy for digital communications and Cyrenians' social media channels: Facebook, X (formerly Twitter), LinkedIn and Instagram. Day to day

management of the Cyrenians website and blog/news listings.

Story Development: Collaborate with colleagues across the organisation to identify meaningful stories and share them in a values-led way to raise awareness about the difference Cyrenians makes.

Monitoring and evaluation of impact: Measuring the impact of our digital communications (using google analytics); reporting progress against social media targets, monitoring external communications opportunities and other digital KPIs.

Internal Engagement: Support the Marketing Manager with strategic internal communications, participate in cross-organisational communications groups, acting as a champion of Marketing and Communications across Cyrenians.

Fundraising: Support the Fundraising Team in their efforts to increase the number of individuals who support Cyrenians. Promote Cyrenians events and fundraising activities.

Other Marketing Communications: Writing copy for news releases, gathering stories from across services, creating media assets (i.e. videos and photography), email communications to supporters, and other marketing communications such as leaflets and website content.

3 Tasks and Responsibilities

1. Digital Communications:

Working with the Marketing and Communications Manager, plan digital communications on a weekly basis that supports Cyrenians priorities following the approach outlined in the Marketing Strategy and Communications Plan.

- *Planning Communications:* Plan frequency and scheduling of social media and external messaging.
- *Drafting copy:* Draft copy for planned posts, news releases and internal communications.
- *Response:* Handle enquiries, questions on social media (during scheduled work hours).
- *Maintain:* Support in the maintenance of the organisation's website.

2. Fundraising:

Working with the Fundraising Team to plan communications around upcoming fundraising events and campaigns, for example:

- *Sponsored events:* Drive participation, donations and volunteer support
- *Cyrenians Events:* Support promotion of and participation in events including live digital comms at the event

- *Cyrenians Supporters*: regular and consistent messaging and regular giving opportunities

3. Monitoring

- Create status reports to show progress against social media goals, external communication opportunities and internal comms targets
- Support the use of Google Analytics to report on website activity and inform digital communications planning

4. Social Media Strategy

Provide insight and data regarding engagement with our digital communications to the Marketing and Communications Manager and wider organisation, advising on the future development of Cyrenians' social media content.

5. Internal Communications

Support the Marketing and Communications Manager to deliver strategic internal communications, and provide opportunities to colleagues to participate through relevant groups and content submission.

6. Other Marketing Communications

There will be a requirement for writing copy for press releases, email communications to supporters, and other marketing communications such as leaflets and website.

7. Line Management Responsibility

As required, line management responsibility for staff within the Marketing and Communications Team and supervisory responsibility for volunteers, interns and involvement in the recruitment of these positions.

4 Person Specification

Knowledge and experience of digital communications	Essential
Knowledge of communications	Essential
Understanding of marketing planning, and marketing communications channels	Essential
Skills	
Good organisational abilities	Essential
Strong oral communication skills	Essential
Confidence with the adobe suite and desktop publishing tools including Canva	Essential
Experience with Google Analytic suite	Essential
Excellent report writing skills with the ability to produce accurate and well-presented work	Essential
Excellent interpersonal skills	Essential
Patient and respectful of all people, whatever their background	

or presenting behaviour	Essential
Positive thinker and creative problem solver	Essential
Attributes	
Enthusiasm and Energy	Essential
Creative approach to tasks and problem solving	Essential
Appreciation for impact of Cyrenians work and desire to work in Third Sector	Essential
Qualifications	
Marketing and Communications degree or equivalent experience	Desirable
Circumstances	
Able to work flexible hours in line with the requirements of the post.	Essential

5 Terms & Conditions

<u>Employer:</u>	Cyrenians
<u>Line Manager:</u>	Marketing and Communications Manager
<u>Reporting:</u>	Report against work plan at regular support and supervision meetings. Monitor and report against social media measures and targets. Supervisory responsibility for volunteers, interns.
<u>Liaison with:</u>	All services across organisation, working closely with Fundraising team.
<u>Workplace:</u>	Based from Edinburgh office with visits to West Lothian, Bathgate and Falkirk offices and across Scotland as required.
<u>Working Hours:</u>	37 hours per week (full time)
<u>Annual Leave</u>	25 days plus 10 public holidays (pro rata)
<u>Salary:</u>	£27,653 to £30,380 per annum (scale points 25 to 28).
<u>Pension:</u>	Auto-enrolment into Qualifying Workplace Pension Scheme (QWPS) which is a Group Stakeholder Pension Scheme – current contributions being 5% employee and 3% employer. Option of enhanced Employer contributions to the same QWPS of 6% initially, rising to 9% after 2 years and 12% after 5 years (subject to employee contributions of 6%)
<u>Status:</u>	Permanent
<u>Disclosure:</u>	Not required

6 Application deadline and interview dates

<u>Closing date:</u>	12 noon on Monday 4 December 2023
<u>Interview date:</u>	Week commencing 11 December (Date TBC)
<u>Stage 2 date:</u>	TBC

Please refer to the Recruitment Information leaflet for further information on completing and submitting your application form.

