

Job Description



Job Title:	Communications & Fundraising Co-ordinator
Location:	Hybrid: Homebased with office base in Glasgow or Edinburgh or Perth
Reporting to:	Fundraising Manager (Events and Community Fundraising)
Hours:	25 hours per week over 4 or 5 days
Salary:	£21,000 pro rata depending on experience plus 6% contribution to pension

Purpose of the Role:

To support the delivery of Cruse Scotland's marketing & fundraising strategies

Aim of the Role:

Two key role components:

1. Build awareness of and support for Cruse Scotland's work through design and delivery of effective communication using a variety of platforms.
2. Provide support to colleagues to support the delivery of fundraising initiatives

Key Functions and Responsibilities:

- Support delivery of annual Marketing strategy and Fundraising Strategy
- Access Cruse Scotland's social media accounts to post content utilising existing systems for pre-planned and topical themes
- In liaison with colleagues produce copy for blog posts, leaflets and publications
- Contribute to ongoing development of Cruse Scotland's website & update content
- Field media enquiries about Cruse Scotland's work and respond appropriately drawing on expertise within organisation.
- Research new funding opportunities with guidance from Trusts and Statutory Fundraising Manager
- Copywriting & proofreading of documents
- Provide administrative support for fundraising campaigns and events
- Ensure Cruse Scotland's brand guidance is adhered to at all times.
- Attend quarterly Fundraising & Communications Committee meetings
- Attend fortnightly staff meetings (Wednesday mornings)
- Establish good relationships with staff & volunteers that support marketing and fundraising activities, creating systems that will encourage participation.
- Undertake any other duties or tasks which may be reasonably considered within the remit of the post.

Person Specification and Profile

Skills and Qualities	Essential	Desirable
Excellent copywriting, editing and proof-reading skills with high level of attention to detail and accuracy	✓	
Good team working skills	✓	
Ability to work on own initiative	✓	
Excellent organisational skills with the ability to deliver on competing deadlines	✓	
Ability to prioritise workload and use initiative, working autonomously	✓	
Skilled use of Microsoft Office and Outlook	✓	
Able to work occasional evenings and weekends		✓
Video editing skills		✓
Experience		
Co-ordinating, planning and prioritising tasks to meet tight schedules and deadlines	✓	
Up-to-date knowledge of current marketing trends, particularly digital		✓
Experience of delivering effective communications - printed, web and social media		✓
Effective use of social media to reach stakeholders	✓	
Experience of marketing in a non-profit organisation		✓
Experience of working with disadvantaged groups		✓
Experience of working within a communications / marketing / fundraising discipline		✓
Using digital and social media tools, applications and analytics		✓