



Children's Hospices Across Scotland

JOB DESCRIPTION – MARKETING ASSISTANT

Job Details

Job Title – **Marketing and Sponsorship Assistant**

Location – **Flexible**

Responsible to – **Project Manager**

Salary – **CHAS Band 3**

Job Family – **Non Manager**

Job Purpose

Working within the culture, ethos and philosophy of CHAS to assist the Project Manager of the Hairy Highland Coo Trail with the marketing and promotion of the sculpture trail, as well as supporting the marketing of the Capital Sci Fi Convention.

Main Tasks

- Monitoring social media accounts, creating content and responding to messages
- Compiling and analysing information such as website and social media analytics
- Producing copy for website, social media, press and email
- Assisting with promotional activities
- Assist with market research
- Administration
- Any other reasonable duties as requires

Job Activities

Monitoring social media accounts, creating content and responding to messages

- Manage and grow the social media presence for the Hairy Highland Coo Trail and Capital Sci-Fi Con on platforms such as Twitter, Facebook and Instagram.
- Create and schedule engaging posts and analyse data to track performance
- Respond to social media messages within a timely manner

Compiling and analysing information such as website and social media data

- Monitor and analyze website traffic, social media metrics, and email campaign data. Use insights to optimize marketing strategies and report on performance to the marketing team.

Producing copy for website, social media, press and email

- Under the guidance of the Project Manager write engaging copy for the website, social media, press and email
- Regularly update the Hairy Highland Coo Trail and Capital Sci-Fi Con websites

- Create and send regular newsletters to subscribers, highlighting upcoming events, artist spotlights, and trail updates. Monitor email marketing performance
- Cultivate relationships with local media, bloggers, and influencers to secure coverage of the sculpture trail

Assisting with promotional activities

- Assist in the promotion of sculpture trail and Capital Sci-Fi Con to local businesses and communities. Coordinate with event partners, artists and sponsors to maximize exposure.
- Work closely with the Marketing and Communications team to ensure cohesive and effective marketing

Assist with market research

- Conduct research into charity events across Scotland through attendance and desk research in order to improve and develop CHAS calendar of events
- Stay updated on art industry trends, local tourism developments, and the competitive landscape. Provide insights to help shape the sculpture trail's marketing strategies.

Administration

- Be a point of contact for the Coe Trail and Capital Sci-Fi Con
- In-line with organisational procedures, ensure all information is recorded accurately and in a timely fashion in the appropriate Raiser's Edge Database supporter record
- As a member of the Fundraising and Communications team, contribute to the development and maintenance of effective team working and team spirit throughout the Department
- Agree and progress your own professional development programme with the Project Manager

Health and Safety

- Responsible for complying with the CHAS Health and Safety Management Policy and associated procedures and co-operate with CHAS in complying with its legal duties

Information Governance

- Responsible for complying with the CHAS Information Governance Framework and associated policies and co-operate with CHAS in complying with its legal duties

Volunteer Engagement

- Support the work of volunteers by providing advice and information and actively involving them in team activities

Dimensions

- Does not have staff line management responsibility but may occasionally lead a team of volunteers
- Additional contact for external event organisers and sponsors
- In performing this role, frequently has contact with Community Fundraisers, Partnerships and Philanthropy team members, Communications team, and volunteers
- Inputs into the process of developing, implementing and maintaining policies, procedures, standards and protocols for own area of work
- Post holder may take donations from supporters

- Attends, and actively contributes to, regular Fundraising Team meetings, Fundraising and Communications Away Days and has involvement with Fundraising working groups

Decisions and Communications

Decisions

- Within the agreed management structure in CHAS, works within clearly defined procedures, where judgement and initiative are required to prioritise work but, generally, work is routine and is overseen by the Project Manager, however there is a requirement to work autonomously

Communications

- On a daily basis, communicates complex information with the Project Manager, members of the Community Fundraising Development Team and the Corporate Fundraising Team.
- Develops and maintains relationships with CHAS staff, volunteers, the press and members of the public, to ensure effective and efficient support of event activities and to raise the profile of CHAS, the Hairy Highland Coo Trail and Capital Sci Fi Con.



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PERSON SPECIFICATION – CHALLENGE EVENTS ASSISTANT

Education, Qualifications, and Training

Essential

- HNC level qualification or equivalent in either Public Relations, Marketing, Media, Communications, Event Management, Fundraising or related discipline

Desirable

- None

Method of Assessment – Application Form

Skills, Abilities, and Knowledge

Essential

- Demonstrable working knowledge of Microsoft Office 2010 or similar packages
- Demonstrable experience of keyboard skills and maintaining information databases
- Good communication skills required, to deal with staff, volunteers and general public in an appropriate and effective manner
- Competent on social media
- Demonstrable attention to detail
- Planning and organising skills required for effective marketing of two events
- Excellent copywriting skills for web, social media, press and email

Desirable

- None

Method of Assessment – Application Form and Interview

Experience

Essential

- Experience in an office and customer services environment

Desirable

- Experience of marketing in either a paid or voluntary capacity

Method of Assessment – Application Form and Interview

Personal Qualities

Essential

- Acts with integrity

- Works co-operatively with colleagues to improve service
- Forms meaningful relationships with others
- Demonstrates initiative and acts with effectiveness
- Accountable for own actions and decisions
- Commitment to ongoing learning and development
- Commitment to CHAS core value, vision and purpose
- Commitment to working with/supporting volunteers
- Professional attitude to work
- Views change as a natural, positive and a continuing process

Desirable

- None

Method of Assessment – Interview

Other Requirements

Essential

- Full driving licence

Desirable

- None

Method of Assessment – Application Form and Interview