



## Job Description and Person Specification

<b>Job title:</b>	Marketing and Communications Manager (Maternity Cover)
<b>Hours of work:</b>	37.5 hours per week
<b>Duration:</b>	Fixed term until 30 August 2025
<b>Salary:</b>	£37,299
<b>Holidays:</b>	37 days per annum, including public holidays
<b>Location:</b>	Edinburgh (hybrid and/or our office in Edinburgh)
<b>Reports to:</b>	Senior Communications Manager
<b>Responsible for:</b>	Campaigns and Policy Officer Marketing and Communications Assistant
<b>Staff benefits include:</b>	Enhanced sick pay - enhanced maternity benefit - death in service benefits - employer pension - Cycle to Work Scheme - recognition agreement with UNISON - opportunities for continuous learning and development

## About Waverley Care

**Scotland is on track to be one of the first countries in the world to achieve zero HIV transmissions, and Waverley Care will play an essential role in getting us there.**

A positive HIV diagnosis still has the power to knock people off their feet and impact every part of their lives. People living with HIV still carry the burden of decades of discrimination and misinformation about HIV. HIV is treatable, but the stigma and shame surrounding HIV holds people back and makes it different to other life-long conditions. Stigma and the fear of an HIV diagnosis still prevents many people at risk getting a test and knowing their status.

Our vision is for a Scotland where no one faces HIV alone, we will achieve this by fighting stigma and empowering people living with HIV to live full and healthy lives.

Waverley Care is Scotland's leading HIV and hepatitis C charity, and everything we do is guided by the experiences of the people we work with – this ranges from shaping the services we deliver through to how we influence national policy around sexual health and blood borne viruses.

We are at an exciting point in our history as we strive to reach the goal of zero transmissions by 2030. We are in the second year of an ambitious strategic plan, and we are investing in digital transformation, communications and policy, and we have aims to significantly increase our fundraising to invest in strengthening our support and prevention work across Scotland.

There is much work to be done, but as an organisation we are driven to create lasting change for everyone in Scotland living with, or at risk of HIV or hepatitis C.

You can find out more about the work we do at our website [www.waverleycare.org](http://www.waverleycare.org).



## About the post

The post holder will provide maternity cover for a pivotal remit within one of Scotland's most well-known charities at a crucial time in our history as we work towards hepatitis C elimination and zero new HIV transmissions in Scotland.

In this role, you will be responsible for the execution of a highly effective communications and marketing strategy to support our strategic ambitions, raising awareness of what we do and why we do it to stakeholders across a range of platforms.

As key part of the role will be to work closely with the fundraising team to help them achieve their fundraising targets, and to grow awareness and support across the country. The team are in the second year of a new fundraising strategy with the ambition to increase our income significantly over the next 5 years. The post-holder will need to work closely with the National Fundraising Manager to develop communications plans to maximise the return on their activities.

You will also work closely with our Digital Health Manager as we progress with the development and rollout of online support services, health promotion content creation and online events for people living with HIV.

You will lead on the development of a website for the Fast Track Cities Scotland initiative that Waverley Care leads on coordination of (Fast Track Cities is a global initiative, supporting cross-sector working to reach key targets set by UNAIDS). You will also be responsible for supporting the Senior Communications Manager to organise and event manage the first annual Fast Track Cities – Celtic Nations one-day conference in September, coordinating engagement across Scotland, Ireland and Wales.

You will line manage our Marketing and Communications Assistant and Policy and Campaigns Officer.

## About the person

We're looking for a highly dynamic and motivated communications professional who can bring the following attributes to the role:

- Experienced and confident across all aspects of communications, with a commitment to continuous professional development
- Someone who thrives on challenge and can develop communication plans and campaigns with innovative messaging across a range of channels to support our strategic objectives
- Someone who enjoys working in a fast-paced environment with a varied workload
- Creative, with an eye for a story and an ability to tell it with impact
- A team player who can develop strong working relationships across a range of operational teams and stakeholders who work with us to deliver services
- An interest in our work and the life changing impact it has

## Responsibilities and duties

The post holder will have responsibility for developing, delivering and evaluating creative, and engaging communication plans and campaigns with the aim of ensuring the charity's internal and external communications are widely understood and consistent with our values and mission.

### Key responsibilities:

1. Deliver high quality and engaging communications to ensure maximum awareness and understanding of our work and cause
2. Manage all internal and external communication channels including social media and website ensuring they are up to date and meet stakeholder needs
3. Work with a range of external suppliers such as graphic designers, printers and photographers
4. Work with the Policy and Campaigns Officer on media relations, taking the lead on media relations for all non-policy related PR activity
5. Lead on the creation of the Fast Track Cities Scotland website
6. Event management of the first Fast Track Cities – Celtic Nations one day conference
7. To provide effective line management and direction to our Marketing and Communications Assistant and Policy and Campaigns Officer
8. To develop and implement a forward plan/calendar for communications activity so that Waverley Care is prepared to take advantage of key promotional opportunities (e.g. World Aids Day) with key messages and/or media package/social media plan in place
9. Produce engaging and impactful content across a range of platforms including social media, website, reports and briefings
10. Work closely with Fundraising Team to support fundraising efforts and campaigns
11. Support development of an internal communications strategy that involves and engages staff across all the different teams and ensures that they are well informed about developments and news across the organisation
12. To support the Senior Communications Manager with the management of the communications and marketing budget, always ensuring best value
13. To adhere to all the charity's policies, procedures and working practices

## Person Specification

Skills and Experience	Essential	Desirable
Degree or professional qualification in communications or marketing		X
Commitment to continuous professional development	X	

Excellent written communication skills and the ability to create impactful and engaging content that is appropriate for the target audience/channel used	X	
Experience of using website content management systems	X	
Experience of working with external suppliers such as graphic designers, printers and photographers	X	
Experience of working with website developers		X
Event management experience		X
Highly experienced in understanding the range of social media platforms and in using them to engage different audiences	X	
Skilled in developing professional credibility and collaborative relationships with senior colleagues, operational staff, partner agencies, donors and influencers	X	
Media relations experience		X
Ability to measure the impact of communications activity and produce regular reports	X	
Ability to work at pace and deliver to tight deadlines	X	
Experience of working in a charity or a related field		X
Experience of working closely with a fundraising team		X
Experience of working on, or supporting the delivery of campaigns.		X
Budget Management		X
Membership of professional organisation e.g. CIPR, CIM		X
<b>Values &amp; Behaviours</b>	<b>Essential</b>	<b>Desirable</b>
Able to take a pro-active, creative and solution focused approach	X	
A team player with the ability to develop good working relationships with staff, service users and partners, external colleagues and stakeholders	X	



Ability to inspire and motivate staff and facilitate the telling of inspiring stories about the charity's work	X	
Self-aware, courteous and respectful of service users and colleagues	X	
Resilient and able to take a high level of personal responsibility, with strong problem-solving skills	X	