



MND Scotland
Communications 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.



Communications 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: Head of Communications and Marketing

Role Purpose

MND Scotland is privileged to be the only charity in Scotland dedicated to directly supporting people affected by MND. For over 40 years, the charity has provided practical, financial and emotional support to people with MND, their family and their friends, whilst also funding ground-breaking research into the discovery of effective treatments and a cure.

To support the charity's ambitions, we are looking for a passionate communicator to help raise awareness, create engaging content and further enhance our external reputation.

We are looking for a creative and proactive individual who takes ownership of tasks and can work independently to produce high-quality content.

You will be responsible for creating social media content and support the communications team to maximise opportunities across multiple channels.

You will proactively generate media coverage that inspires and motivates 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. You will work collaboratively with colleagues across the organisation to identify stories and bring them to life across our internal and external channels.

We welcome candidates who are driven to shape the role and bring their experience of working with traditional and social media to protect and enhance our reputation.

Together we will make time count.

Key Responsibilities and Accountabilities

- Manage our social media channels; leading on the development of creative content to drive awareness of MND and MND Scotland.
- Proactively generate positive media coverage that aligns with the organisation's strategy and vision.
- Engage with journalists to tell the story of MND and MND Scotland.
- Prepare press releases and content for media distribution.
- Work with colleagues across the organisation to 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.
- Suggest innovative ways to engage our supporters and grow our audience.
- Represent MND Scotland at external events as required.

Essential Skills and Experience

- Create engaging content and tell stories to a wide range of audiences.
- Proven experience managing social media content and delivering impactful campaigns.
- Experience developing social media platforms and measurement using analytics.
- Experience creating, monitoring and evaluating paid media campaigns.
- Proven experience securing media coverage on a variety of channels.
- Experience maintaining and updating website content using a content management system (CMS) platform.
- Ability to work within brand guidelines to create content.
- 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.

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.

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.

Employee Support and Wellbeing	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.
	Life Insurance	3 x base salary cover. This is a day one right for all staff.
	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.
	Employee Assistance Programme	(Counselling and Psychotherapy) Training, Coaching, Mentoring and Supervision. Mindfulness Workplace Meditation.
	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	Company paid sickness absence in accordance with the sickness absence policy and contract of employment after probationary period completed. (6 months)
	Enhanced Jury Service	Full salary paid during Jury service minus deduction for expenses received from the court.
	Flexibly Working Environment.	

Employee voice and opportunities	Staff Survey	Have your say in the anonymous employee engagement survey.
	Staff Training	Opportunities to gain skills and receive formal training, participate in working groups (such as CRM, Staff Engagement) and undertake CPD.

Organisational Commitments	Disability Confident Committed Employer.
	Accredited Real Living Wage Employer.
	Menopause Friendly Employer.
	Equal Opportunities Employer.
	Supporter and Provider of Sanitary Products.
	Our Pledge to Mental Health.
	On site Mental Health First Aider
	Our commitment to continually review our benefits and wellbeing initiatives.

