# Scottish Commission for People with Learning Disabilities

# Job profile

**Role**: Marketing and Communications Assistant

**Responsible to:** Head of Business Development

**Salary:** £13,200per annum pro rata (FTE £22,000)

**Contract:** Permanent, Part-time 21 hours per week (FTE 35 hours)

**Annual Leave Entitlement**: 22.5 days (37 days pro rata)

**Location:** Hybrid working between SCLD’s Glasgow office and home working.

**SCLD’s Vision, Mission and Values**

SCLD’s Vision is of a fairer Scotland where people with learning/intellectual disabilities live full, safe, loving and equal lives.

Our Mission is to ensure that people with learning/intellectual disabilities have their human rights realised.

SCLD’s Values inform everything we do: we will continue to be respectful, inclusive, collaborative and pioneering.

**Purpose of the role**

The Marketing and Communications Assistant will support the Head of Business Development to deliver the business development strategy through the provision of marketing and communications support.

**Key Responsibilities**

* Provide marketing and communications support to the organisation, including elements of business development and income generation.
* Deliver SCLD’s communications work across a range of platforms, including social media.
* Ensure that SCLD’s communications are accessible and provide clear, succinct, and engaging content.
* Work with people who have a learning disability to develop SCLD’s language and key messages.
* Social media management, website maintenance, and providing communications support to Project Leads.

**Desirable and Essential Skills**

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| **Skills** | **Essential** | **Desirable** |
| Evidence of organisational ability | **Tick with solid fill** |  |
| Experience of working in a communications or marketing role | **Tick with solid fill** |  |
| Ability to communicate effectively to a wide range of stakeholders both verbal and written | **Tick with solid fill** |  |
| Experience of creating accessible communication in formats including Easy Read, audio and video. |  | **Tick with solid fill** |
| Evidence of ability to work proactively using own initiative coupled with excellent team working | **Tick with solid fill** |  |
| Strong IT Skills - proficient in the use of digital comms tools like Zoom or Teams and a variety of social media and scheduling platforms like Hootsuite or Zoho  | **Tick with solid fill** |  |
| Experience of using WordPress – web content management system and Google Analytics | **Tick with solid fill** |  |
| Knowledge of Microsoft Office packages | **Tick with solid fill** |  |
| Experience of creative writing | **Tick with solid fill** |  |
| Experience of co-producing content  |  | **Tick with solid fill** |
| Experience of working with a Customer Relationship Management (CRM) |  | **Tick with solid fill** |

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| **Responsibilities** |
| Support the SCLD team to develop communication plans for each program of work |
| Ensure SCLD communications clearly and effectively across a wide range of platforms |
| Support planning of content and delivery of external communications across all platforms |
| Create creative, engaging and accessible social media content |
| Day-to-day monitoring and engagement on social media  |
| Communicating with stakeholders, including people with learning disabilities, cross-sector partners and the general public |
| Support work to expand SCLD’s profile and reach  |
| Support design as required using packages such as Adobe In Design and Canva |
| Provide a quality assurance function for written communications, e.g. reports |
| Co-ordinate and design monthly newsletters as directed |
| Use data and evaluation to improve impact of communications |
| Ensure all content is accessible for people with learning disabilities |
| Collaborate with Evidence and Data Lead to design Annual Impact report |
| Website updates and maintenance  |
| Assist with income generation as required |
| Support the development of SCLD’s supporter journey  |
| Work with people with learning disabilities to develop key messages and language |
| Creating Press Releases as required and building and maintaining press relationships |

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| **Personal development** |
| Update job knowledge and skills by participating in continuous professional development e.g. training, research, maintaining personal networks, and membership of relevant professional organisations. |

The above list is indicative and not exhaustive. The Marketing and Communications Assistant is expected to carry out all such reasonable additional duties within the role as requested by the Chief Executive and Executive Team.

**Personal attributes expected of the successful candidate:**

* Embody the vision, mission and values of the organisation in all work
* Excellent communication skills
* Keen attention to detail and high level of accuracy
* Able to work under own initiative and as part of a team
* Ability to multitask and manage conflicting priorities