

## Job Description and Person Specification

Job title:	Membership and Communications Coordinator
Reports to:	Chief Executive
Salary and Pension:	£27,276 - £32,235 (pro-rated for 0.5FTE) + 8% employer pension contribution
Weekly hours:	35 / 17.5
Location:	Hybrid – working from home and office space
Fixed term/permanent:	Permanent
Annual holiday:	35 days, including 10 days for public holidays (pro-rated)

### Role Purpose

The Membership and Communications Coordinator will work with guidance from the Head of Policy and Engagement to promote Inclusion Scotland, to develop and deliver improved communications, contributing to achieving the vision of disabled people being fully included throughout all Scottish society as equal citizens.

The role will involve working collaboratively with colleagues across the organisation to promote and raise awareness of the organisation's policy and research, programmes and wider work among members and externally. They will work to grow and diversify the membership, ensuring a positive member experience for individuals and organisations.

# Key Responsibilities and Tasks

## Membership

Act as the main point of contact for members (individuals and organisations).

Maintain accurate stakeholder records on the customer relationship management (CRM) system.

Work with the Head of Policy and Engagement to grow and diversify the membership, aiming for it to be representative of disabled people in Scotland.

Work with the Head of Policy and Engagement to develop and improve the offer to members.

Process new member applications, presenting these to the Board for approval.

Undertake all work in line with safeguarding principles and procedures.

## Communications

Ensure that communications are accessible for disabled people, considering the range of communications needs.

Develop and produce regular newsletters, highlighting our work and learning and opportunities for disabled people's involvement.

Collaborate with colleagues to promote the organisation's programmes, research and policy work.

Create and share information on social media channels.

Manage social media channels and communications and the website.

Ensure communications are in line with brand guidelines.

Contribute to improving organisational branding.

Share communications and opportunities with members, ensuring all members are included on mailing lists.

Draft media releases.

## External Focus and Relationships

Build and maintain positive relationships with key external stakeholders.

Manage relationships with members, ensuring effective two-way communication that allows members' views to influence programmes, research and policy work, charring meetings as required.

Ensure well informed and prompt responses are provided to member enquiries.

Provide high quality service to members and other stakeholders in all communications.

Support colleagues with external communications and events.

Represent the organisation at external events.

Be the first point of contact for media enquiries and liaise with the senior team to progress these.

## Monitoring and Evaluation

Track insights and key trends in relation to membership and communications on an ongoing basis, identifying and implementing agreed improvements.

Provide membership data and statistical analysis to the Head of Policy and Engagement.

Develop in depth knowledge of the membership, identifying emerging trends and needs.

Contribute to reports for internal and external use, including reports to funders, funding applications and Board reports.

Recognise and highlight any perceived risks within your area of work and effectively use the systems in place to manage these.

## Finance

Follow finance procedures and work with finance colleagues when required to enable accurate, timely finance reporting.

## Organisational

Collaborate with colleagues to develop a calendar of member events.

Support colleagues to deliver accessible engagement events.

Promote the ethos and values of Inclusion Scotland in all activities.

Work collaboratively with colleagues across the organisation.

Participate in Inclusion Scotland meetings, events and networks, as required.

Comply with organisational policies and procedures in all aspects of your role.

Carry out your work in line with relevant legislation, regulation, guidance, rules and standards.

Contribute to a positive organisational culture, embodying the organisation's values and playing a part in making Inclusion Scotland a great place for people to work.

Carry out any other responsibilities as may reasonably be required from time to time.

# Person Specification

## Personal Qualities

A demonstrable commitment to the Social Model of disability and the philosophy of Independent Living, and passion for supporting disabled people to be decision makers.

Commitment to diversity and ability to apply awareness of diversity and intersectional issues to all areas of our work.

A resilient approach to work and clear strategies for self-management as well as the ability to request support when needed.

Commitment and proactive approach to your ongoing learning and development.

Lived experience of being a disabled person is desirable.

## Experience

Experience of membership management and development.

Experience of managing social media channels (including scheduling, evaluation and monitoring feedback).

Experience of creating content for digital channels.

Experience of events management and delivery, online and in person is desirable.

Experience of public speaking and representing an organisation externally.

## Skills and Abilities

Highly effective communication skills, particularly including encouraging and responding to the contributions of others, and the ability to communicate clearly and assertively with a wide range of audiences.

Excellent written, verbal, nonverbal and listening skills.

Ability to present complex information in accessible formats.

Ability to generate high quality written materials that clearly communicate content and ideas.

Strong presentation skills.

Membership management and engagement skills.

Excellent interpersonal skills to enable positive relationship building and effective collaborative working, internally and externally.

Strong organisational skills and attention to detail.

Proficient in the use of Microsoft Office products (Outlook, Word, Excel, PowerPoint, SharePoint).

Ability to plan and manage a complex workload across a range of subject areas, meet deadlines and respond to unplanned demands.

## Knowledge and Understanding

Comprehensive understanding of the issues and inequalities faced by disabled people.

Knowledge of effective membership recruitment and retention practices.

Good understanding of communications and public relations.

Understanding of membership engagement principles.

Relevant academic qualification.

## Other Requirements

It is anticipated there will be some evening and weekend work which is supported by Inclusion Scotland's flexible working policy.