

Role Description

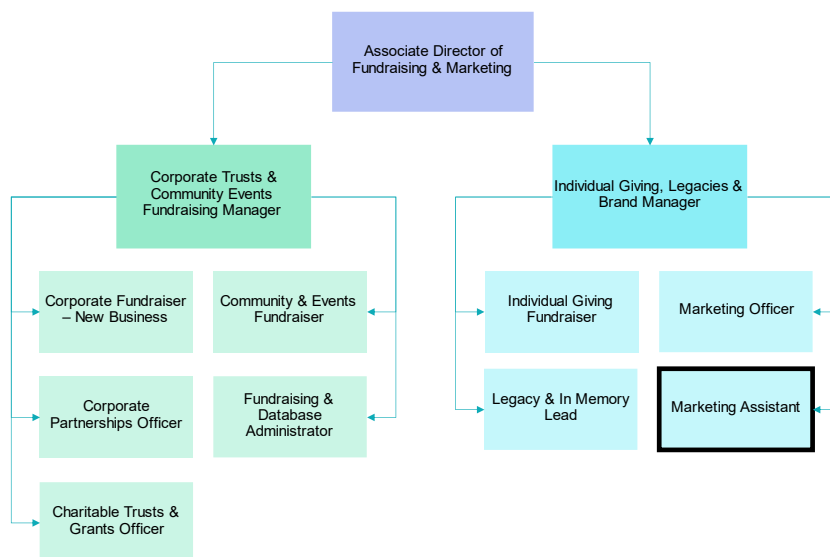
| | |
|---------------------|---|
| Division: | Fundraising & Marketing |
| Department: | Fundraising & Marketing |
| Location: | This role is a hybrid blend of office-based (Edinburgh) and home working. |
| Geographical focus: | Scotland-wide |
| Contractual status: | Permanent |
| Hours: | 35 hours per week |
| Line Manager: | Marketing Manager |
| Direct Reports: | None |
| Salary: | £26,181 per annum |

Job Purpose

Our mission is to inspire, involve and empower older people in Scotland, and influence others so that people can enjoy better later lives. To help us to achieve that, our marketing assistant will help elevate our brand awareness, reaching more people in need of our support and donors who enable us to do so.

As a marketing practitioner, you will support the delivery of Age Scotland's marketing strategy via digital and traditional channels, covering areas such as branding, website development, storytelling, content creation and the production of new marketing assets.

Living our values, you will approach the role with integrity, while involving, inspiring and empowering our teams, so that together we can create better outcomes for older people in Scotland.



What you'll do

- Create promotional materials to support the charities core services and project work via digital and offline channels.
- Update parts of the website using a Content Management System.
- Create social media graphics and video content to raise awareness of the charity's vital services and raise income.
- Sourcing personal experiences of service users to support brand awareness activity and fundraising appeals.
- Be a guardian for the brand guidelines, keeping them updated and ensuring that all marketing materials are on brand.
- Support the marketing and fundraising team across various projects.
- Work with colleagues across the organisation to plan and support on marketing activities.
- Liaise with external suppliers and designers to produce marketing materials.
- Support with collating and reporting on website analytics and insights to improve performance.

What you'll bring

Experience & Knowledge:

Essential:

- At least one year's experience of working in a marketing or similar role.
- Experience of producing online and offline marketing materials.

Marketing Assistant

- Experience of updating websites using a content management system.
- Experience of basic design software e.g. Canva or similar.
- Experience writing engaging and inspirational content for a range of formats and audiences e.g. newsletters, blogs

Desirable:

- Knowledge of latest trends and techniques in the marketing sector.
- Knowledge of current social and political issues, particularly in relation to Scotland's older people.
- Understanding of creative storytelling techniques
- Understanding of search engine optimisation (SEO) principals to enhance the visibility of our online content

Skills & Qualities:

Essential:

- Excellent organisational skills.
- Strong IT skills.
- Excellent written and verbal communication skills.
- Attention to detail.
- Ability to engage directly and empathetically with service users to share their experiences
- Ability to manage multiple projects and deliver them on time.
- Ability to work with team colleagues in a manner consistent with the values of the organisation and the mission of the charity.
- Flexible and adaptable.

Desirable:

- Knowledge of basic video editing software e.g. Canva, I-Movie
- Knowledge of email marketing platforms e.g. Mailchimp.

Qualifications:

- Educated to degree level or equivalent in Marketing or similar. (desirable)

Additional requirements

- An understanding of and commitment to equal opportunities.
- Commitment to the aims and vision of Age Scotland and an ability to demonstrate those values in your work.
- You will spend at least 40% of your time in the office or out and about over the month, the remaining 60% can be working from home. (NB, travel costs from home to the office will not be reimbursed by Age Scotland)
- Employees are expected to have a suitable home working space with a good broadband connection for home working.

Marketing Assistant

- Employees enrolled in Multi-Factor Authentication (MFA or 2FA) will be expected to install and maintain necessary apps on their personal mobile device.
- Employees are expected to undertake any and all other reasonable and related tasks allocated by their line manager.
- Willingness to work from the Edinburgh Office as part of the role (NB, travel costs from home to the office will not be reimbursed by Age Scotland.)
- Employees are expected to undertake any and all other reasonable and related tasks allocated by their Line Manager.