



Job pack for the post of  
**Communications Coordinator**

September 2024

Every child in India has an opportunity to thrive

## Welcome

Hi,

Thank you for your interest in joining the Scottish Love in Action staff team.

This is an exciting time to join, as we get ready to celebrate 25 years of helping children thrive.

This pack outlines the role of Communications Coordinator and provides some information about Scottish Love in Action. It includes:

- Part 1: Introduction
- Part 2: The lowdown including organogram
- Part 3: What you'll do
- Part 4: What you'll have
- Part 5: What you'll get
- Part 6: How to apply

For more information, check out our website: [www.sla-india.org.uk](http://www.sla-india.org.uk) and our socials.

If you have any questions or would like to chat about the role, please get in touch.



Jamie McIntosh  
Chief Executive  
[jamie@sla-india.org](mailto:jamie@sla-india.org)



## Part 1: Introduction

### WHO WE ARE

Scottish Love in Action harnesses the compassion and generosity of people in Scotland, to support the poorest and most vulnerable children and young people in India. We are a local charity with a global impact.

We believe every child deserves to thrive. For 24 years we've been working with local partners in South India to help create life-long change for children, their families and their communities.

### OUR VISION

Every child in India has an opportunity to thrive.

### OUR MISSION

We work to ensure the poorest and most vulnerable children in India are protected, provided for, and equipped for a brighter future.

### VALUES

Our values inspire and inform all that we do:

- **Compassion**  
We act with compassion, empathy, care and respect towards all those we support and work with.
- **Partnership**  
We recognise the importance of working together with local communities and partners to maximise their impact, build their capacity and create sustainable change.
- **Education**  
We seek to both support the work of partners, who understand and value the transformative power of education, and to be a learning organisation, reflecting on our knowledge and expertise and building our learning into all that we do.
- **Accountability**  
We ensure transparency, responsible stewardship of resources, and the delivery of effective programmes and services.



## Part 2: The Lowdown

### Main purpose of job

To write copy for print and online marketing to maximise Scottish Love in Action's profile and engage new audiences with our work. To lead digital fundraising activities, maximising online presence to encourage donor growth, engagement and retention across a range of digital platforms.

### Position in organisation

- Reports to Chief Executive
- Works with every member of staff
- See organogram on next page

### Scope of job

This post has 2 key responsibilities:

- Supporter communication – plan and create content for print and digital mediums, for example marketing collateral for our sell-out annual fundraising event, Fireworks Extravaganza. Create resources and giving opportunities to steward and maximise the support of existing donors.
- Digital Fundraising and Marketing – lead the development and implementation of digital activities that are fully integrated with wider fundraising to maximise income. Market Scottish Love in Action and our work across online channels, including our website and social media. Increase engagement from a variety of audiences, including reaching new audiences.

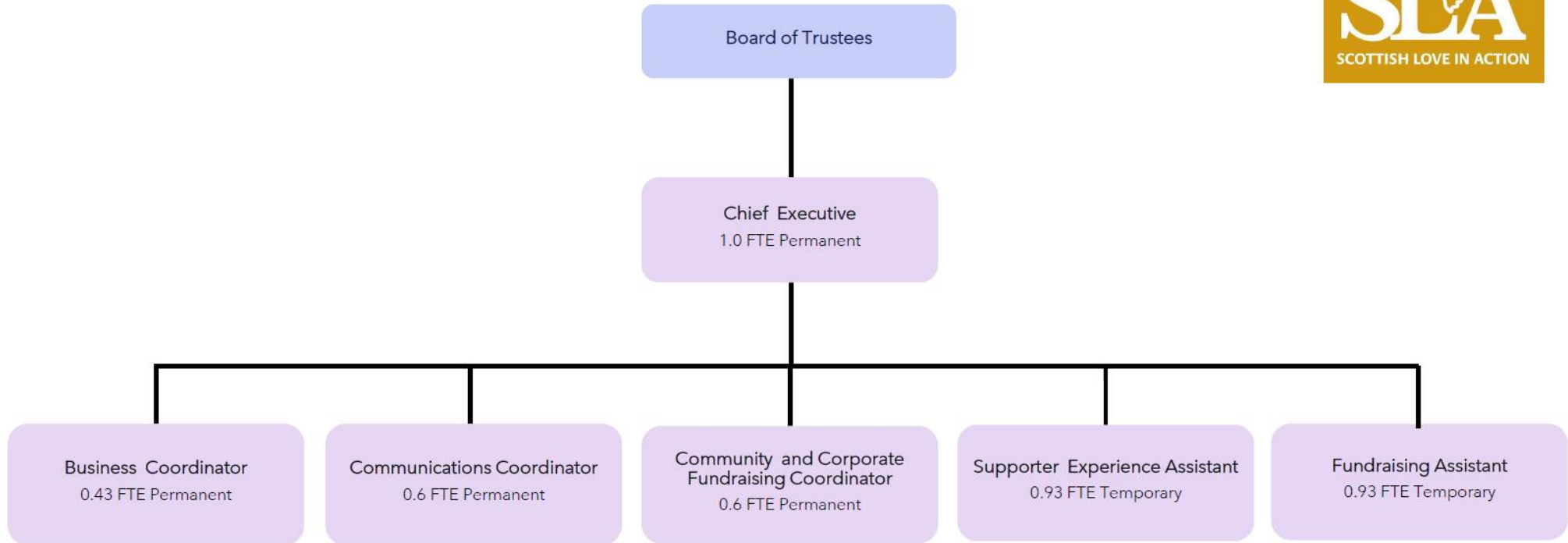
This post will report regularly on relevant metrics and has budget responsibility for all relevant areas.

### Dimensions and limits of authority

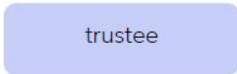
- Manage our social media accounts
- Manage our website
- Work towards an annual income target, ensuring Return on Investment is at least 2:1
- Manage relationships with contractors and agencies, such as graphic designer, website host and printer
- No line management responsibility but may supervise interns and support volunteers. Therefore, you need to understand what motivates volunteers to be involved with Scottish Love in Action and what they require in terms of support and guidance while volunteering with us.



# Organogram



Key



correct at September 2024



## Part 3: What you'll do

You will contribute to our workplan in 2 main ways:

### **Supporter Communication**

*Write copy and create content to enthuse and engage donors and maximise income*

- Create engaging content for external communications that bring stories to life
- Work with colleagues to ensure relevant segmentation for targeted communications
- Work with colleagues to ensure donations are recorded and appropriately thanked
- Ensure consistency of tone of voice and brand across online and offline content
- Manage the communication calendar, working with the Chief Executive
- Build positive relationships with donors through written and digital communication, to develop and retain their support

### **Digital Fundraising and Marketing**

*Develop and implement digital activities that are integrated with other activities and maximise income*

- Lead on all digital aspects of fundraising campaigns, including donation pages, social media content including scheduling posts, campaign pages and mass emails
- Manage promotion of centrally organised events, sponsored events and volunteer-led events
- Recruit new supporters using digital channels
- Seek out digital opportunities to engage new audiences with Scottish Love in Action's work
- Manage and develop our social media accounts and website to grow our online presence
- Ensure social media, our website and other digital accounts are accurate, up to date and relevant to key audiences, with compelling content and seamless user journeys

### **Other**

- Lead on all aspects of our workplan that relate to your areas of work
- Take a data-driven approach as we continually look to improve results and UX
- Use relevant analytics to measure, evaluate and report against goals and performance of activities
- Work with colleagues to ensure data is managed well across our Beacon CRM
- Work with the Chief Executive to ensure fundraising is legal, honest, open and respectful to the public
- Keep updated on and adhere to communications regulations, such as GDPR, PECR and industry best practice guidelines
- Make decisions on the basis of sound financial management
- Complete any other reasonable duties as required



## Part 4: What you'll have

We're looking for someone with a passion to help children and young people. You will ideally have 2 years' experience in a digital fundraising, journalism or marketing role. You can communicate with impact, engaging new and existing audiences.

### Proven ability required:

- Experienced in managing a project from start to finish
- Created and delivered effective fundraising or marketing campaigns with an income target
- Analysed campaign results and used insights to drive improvements and new ideas
- Worked across different fundraising and marketing channels, understand how they work together and support each other to promote supporter engagement
- We're a small team, so we're looking for someone who's hands-on with a can-do attitude

### We expect you to:

- Write and edit compelling fundraising and marketing copy for a range of audiences
- Be a good proof-reader and have an eye for detail
- Understand best practice in website content and accessibility
- Confidently create and deliver effective marketing campaigns with income targets
- Have good digital skills including experience of website content management systems, HTML, Google Analytics, Microsoft Office, social media, Canva and Adobe packages including Photoshop or similar
- Understand UX, website optimisation, and SEO
- Be self-motivated – you can work by yourself and as part of a team
- Be flexible and open to change
- Be creative – you can turn our workplan into engaging supporter experiences
- Understand donor motivation with an ability to apply appropriate levels of stewardship
- Have an engaging personality - you enjoy communicating with people on a one-to-one level whether through a written or digital medium

### We'd like you to:

- Have experience of using a fundraising CRM
- Understand International Development and/or India
- Have experience of the charity sector as an employee or volunteer
- Be an Associate of the Chartered Institute of Marketing - ACIM





## Part 5: What you'll get

So you want to work for us? Good choice! Here's what's on offer:

- Permanent contract with a 3-month probationary period
- 22.5 hours (approximately 3 days a week) – we're open to discussing fewer/more hours
- £16,500 – £17,100 salary each year (£27,500 - £28,500 full time equivalent). This works out at £14.10 - £14.62 an hour. Candidates start at the bottom of the scale.
- 19 days' annual leave (35 days' pro rata). Our office is closed on 25/26 December and 1/2 January - you must take annual leave on these days or the next working day. Your other 15 holidays are up to you – you choose when you want time off
- Non-contributory pension – we'll make contributions, even if you don't
- Hybrid working. We've found that a mix of working from our Edinburgh office and from home suits our staff and our organisation. At least 1 day a week would be worked from our Edinburgh office with other days worked from home.
- Flexible working. We're open to this. No promises, but if it's good for you, then it's good for us.

## Part 6: How to apply

Questions? We welcome contact before you apply – email Jamie on [jamie@sla-india.org](mailto:jamie@sla-india.org)

We'd love to hear from anyone who has what we're looking for – see part 4. Since we solely work in India, if you have lived experience of this (you've lived and/or worked in India or South Asia), then we'd really like to hear from you.

To apply, send your CV and a covering letter in one combined document (no more than 3 sides of A4) – either Word or PDF format - telling us how your skills and experience fit this role to [jamie@sla-india.org](mailto:jamie@sla-india.org)

Please give the names of 2 references - 1 should be your current/most recent employer. References will only be contacted once a job offer has been made.

Stage 1: Sunday 29 September 2024 Closing date for applications at 12 noon

Stage 2: Monday 7 October 2024 Interview in our Edinburgh office led by our Chief Executive

We will let all applicants know whether they have been shortlisted for interview.

We will securely destroy the applications of unsuccessful applicants 1 year after the closing date.

