

Marketing and Communications Officer

Hours: Part time (22.5 hours p/w), note that these might increase to FT next financial year.

Job type: Permanent

Salary scale: £25,943 - £31,624 (pro-rata)

6% employer pension contribution

Holidays: 29 days annual leave, plus 6 statutory public holidays. The project closes over Christmas and New Year; three days from annual leave allocation are set aside for this.

Location: Edinburgh – Hybrid/some remote working available. The role will involve attending occasional evening / weekend events.

About Fresh Start:

Fresh Start provides support to people moving on from or those at risk of homelessness.

We offer practical help and support through the provision of goods and services. These services have developed over the years to recognise and meet the needs of those who have experienced homelessness and to support homelessness prevention.

www.freshstartweb.org.uk



Job Purpose:

We are seeking a creative and driven Marketing and Communications Officer to support Fresh Start's fundraising team, to promote the range of services delivered by the organisation and to help raise its profile. In this role you will create and deliver engaging content across various social media channels, implement broader marketing activities, and manage the production of marketing materials ensuring all creative outputs align with Fresh Start brand guidelines and organisational Aim, Mission, and Values.

We are looking for someone who is proactive, enthusiastic and team minded. Someone able to listen to colleagues' varying needs; contribute ideas and work collaboratively to create solutions. You should be comfortable at organising your own time and adapting to priorities.

Key areas of responsibilities

Social Media: Content Creation & Management

- Work closely with the fundraising team to develop and implement a social media strategy in line with Fresh Start's aim and mission, ensuring alignment with brand guidelines.
- Create engaging and impactful content (written, visual, and video) for social media platforms including Facebook, Twitter, Instagram, LinkedIn, and emerging channels.
- Monitor, manage, and grow social media presence, responding to comments and messages in a timely, professional manner.
- Analyse social media performance using analytics tools and adjust strategies to maximise engagement and reach.

General Marketing Activities:

- Work closely with the Fundraising team and their Design/Marketing partner, Marketing Concept, to create external marketing materials such as newsletters, campaigns' flyers and annual reviews.
- Assist in the production of in-house marketing materials (flyers, posters, and digital assets) to promote service delivery, volunteering and community engagement.

Brand Management:

- Ensure all content and marketing activities adhere to Fresh Start's brand guidelines and communicate the organisation's mission and values effectively.
- Maintain a consistent tone of voice and messaging across all marketing channels to reflect Fresh Start's personality – supportive, empowering, practical, and community-oriented.

Campaigns and Events:

- Collaborate on fundraising campaigns/events, ensuring all marketing activities align with campaign objectives and engage key audiences.
- Coordinate and implement e-shot campaigns, managing mailing lists and segmenting audiences for targeted communications.
- Monitor and report on campaign performance, using data-driven insights to make recommendations for future activities.

Press/Media/Public Relations

- Assist with public relations efforts, including drafting press releases and coordinating media outreach.
- Be a first point of contact for media enquiries
- Develop Fresh Start's presence in the Media

Website management

- Writing, formatting, and SEO-optimising
- Making web page updates and corrections as needed
- Refreshing web pages regularly to improve user experience

Internal comms and support

- Support the development of internal communications to ensure staff and volunteers are informed about marketing and fundraising activities.
- Engage with staff across the organisation to gather content
- Respond to and action marketing and communication requests from wider staff team

Miscellaneous

- Attend fundraising and other events organised by, or on behalf, of Fresh Start.
- Contribute to Fresh Start's strategy.
- Participate in Fresh Start's supervision and development plans.
- Represent Fresh Start at external meetings as required.
- Attend Fresh Start team meetings, away days, training and other forums as requested.
- Comply with Fresh Starts company policies and procedures.
- To undertake any other duties appropriate to the post as requested by the Senior Management Team.

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Degree in marketing, communications or related field 	
Experience/Knowledge	<ul style="list-style-type: none"> • Previous work or volunteering experience in a marketing and communications role • Familiarity with the third sector. • Experience managing and creating content for a wide range of social media including Facebook, Twitter, Instagram, TikTok and LinkedIn • Experience of writing creative content for different audiences for a variety of different media, including print and digital • Strong organisational skills and experience in managing multiple tasks and deadlines. 	<ul style="list-style-type: none"> • Experience of working with external agencies, including website developers, graphic designers and printers • Experience working within brand guidelines and ensuring consistency across platforms
Technical skills	<ul style="list-style-type: none"> • Knowledge of digital marketing tools, such as Hootsuite, Mailchimp, or Canva, and a familiarity with social media analytics platforms. • Photography and videography skills 	<ul style="list-style-type: none"> • Practical experience of working with websites and using content management systems • Understanding of SEO techniques
Personal skills	<ul style="list-style-type: none"> • Passion for social justice and community work: An interest in supporting those affected by homelessness and an alignment with Fresh Start's mission and values. • High standards of written communication and verbal communication skills • Keen attention to detail and a high level of accuracy • Self-motivated and ability to work independently but also a positive team player who enjoys working with others to reach shared goals. 	

How to apply:

Deadline for applications: email a copy of your **CV, statement of application and examples of your work or portfolio** by **5pm on the 18th of Nov** to fanette@freshstartweb.org.uk

Interviews will be held in our Edinburgh office, 22-24 Ferry Road Drive, Edinburgh, EH4 4BR during the **week of the 25th of Nov.**

For more information or an informal chat please contact fanette@freshstartweb.org.uk

