

MARKETING AND COMMUNICATIONS COORDINATOR JOB DESCRIPTION AND PERSON SPECIFICATION

Role	Marketing and Communications Coordinator
Salary	<p>£28,011 - £30,230 pro rata Actual salary is £14,005 - £15,115 for 18.75 hours per week (0.5 FTE) <i>(It is the policy of our social enterprise to start at the lower end of the scale, with opportunities built in for review against performance.)</i></p> <p>The remuneration package includes 34 days' annual leave pro rata (inclusive of public holidays, pro rata), and contributions to pension scheme.</p>
Working hours	<p>Part Time (2.5 days per week).</p> <p>This part-time role is designed to work flexibly around the needs of our organisation and your other commitments. We envisage one day per week working from our clinic in Leith, and the other 1.5 days working from home, or attending community and networking events in the Edinburgh area.</p> <p>Occasional evening or weekend work will be required.</p>
Location	Based in our clinic at The Shore, Leith (2 Sandport Place, Edinburgh, EH6 6EU). Please see section above.
Reporting to	Operations Manager
Line management responsibilities	N/A
Contract term	1-year fixed term initially, with possibility of extension
Key working relationships	<p>Internal: Management team and Shore's community of self-employed clinicians</p> <p>External: Fee-paying clients, pro bono clients, external partners and consultants, and the wider Shore community.</p>

Purpose of the role

The purpose of this role is to work closely with the Operations Manager, Director of Corporate Services and management team to spread the word about our new and innovative social enterprise.

With the support of our small and collaborative team, the postholder will develop a firm understanding of Shore Psychology's social values, mission, services and marketing strategy. They will harness this knowledge to promote our clinic externally to potential clients, referral

partners, and the wider community. This is an ideal role for someone who is near the start of their career in marketing/communications and would like to gain experience of working in a new and ambitious organisation, helping to shape and deliver our marketing strategy and build our surplus from fee-paying clients. The postholder will be creative, motivated and excited about building Shore's profile.

The role will involve helping to plan and deliver a schedule of marketing activities, aligned with our integrated marketing strategy. In particular, the postholder will work in collaboration with the Director of Corporate Services and associate psychologists to develop the corporate strand of Shore's business. They will help to identify potential corporate clients and develop bespoke materials for different market sectors. The postholder will create engaging content across our social media channels and produce digital, printed and audiovisual materials that reflect Shore's brand and values. They will design and create content for newsletters, update the website, manage email marketing campaigns and support with event planning.

Responsibilities and duties:

Social Media – creating content, managing social media calendar and monitoring social media engagement:

- Working with the management team to develop a social media strategy that reflects Shore's mission and values and adheres to brand guidelines.
- Creating and managing a social media calendar, ensuring a coordinated and visible social media presence for Shore.
- Creating engaging and relevant content for Facebook, Instagram, TikTok, YouTube and LinkedIn, including audiovisual content.
- Monitoring engagement with our social media posts, responding to messages and comments in a timely and professional manner.
- Engaging with the wider Shore community to ensure a coordinated and consistent message, encouraging our community to share and collaborate on campaigns.
- Producing quarterly reports on social media activity and engagement using analytic tools, highlighting areas where we can adjust our strategy to become more targeted or impactful, particularly with paid campaigns.

Campaigns and events:

- Assisting the management team in planning and facilitating a calendar of events for the community and fee-paying clients.
- Managing mailing lists and segmenting audiences for more targeted communications.
- Drafting content for monthly newsletters and coordinating email marketing campaigns
- Monitoring the impact of individual campaigns and identifying ways that we can target and deliver our campaigns more effectively.

Digital and print – design and content creation:

- Assisting with the drafting of copy for marketing materials to promote Shore's different offerings and to raise awareness of issues related to mental health, in conjunction with national and global awareness days e.g. Stress Awareness Month
- Designing visually engaging marketing materials for different audiences e.g. videos, e-newsletters, flyers and posters.

Website:

- Reviewing content regularly to ensure it is up-to-date and that links and referral forms are working.

- Making updates and corrections as required and uploading photos.
- Collaborating with external developers and consultants on website improvements, including search engine optimisation (SEO).

General marketing activities:

- Scheduling and attending monthly marketing meetings with the management team and external consultants, taking minutes and ensuring that follow-up actions are agreed and actioned.
- Ensuring that all external communications adhere to Shore's brand guidelines and that messages are clear, appropriate and consistent.
- Attending community events and engaging with different stakeholders, taking photos (with consent) and sharing with Shore's community on social media.
- Taking part in team meetings.
- Engaging with support and supervision meetings.
- Representing Shore Psychology at external events, when required.
- Responding to and actioning marketing requests from the wider Shore community, in consultation with the Operations Manager

Person Specification

A = assessed at application stage. I = assessed at interview stage

Essential	Desirable
Education and Qualifications	
Educated to SCQF Level 6 (<i>please see here for more information</i>) including English and at least one relevant subject such as Art and Design, Design and Technology, Graphic Communication, Information and Communications Technology (A)	Educated to degree level (SCQF level 9) in marketing, communications, graphic design or a related subject. (A)
Experience	
<p>Experience of managing and creating a range of content on different social media channels, including audiovisual. (A)</p> <p>Experience of writing engaging and relevant content for different audiences using both print and digital media. (A/I)</p> <p>Experience of working in a collaborative and motivated team. (A/I)</p> <p><i>NB: The experience above can be paid or voluntary, but you must be able to provide evidence.</i></p>	<p>Experience of working effectively with external consultants and agencies, for example marketing consultants, web developers and printers. (A)</p> <p>Experience of working to brand guidelines and ensuring consistency in message, tone and format across different channels (A)</p> <p>Experience of working in a marketing and communications role. (A/I)</p> <p>Experience of working or volunteering for a charity or social enterprise. (A/I)</p>
Technical Skills	
Knowledge of different digital marketing tools such as Hootsuite and Mailchimp, and comfortable working across different social media platforms (A/I)	Experience of updating websites and using content management systems. (A)

Knowledge of using creative software such as Canva, Photoshop, Adobe Illustrator or similar (A/I)	<p>Understanding of search engine optimisation (SEO) and Google Analytics (A)</p> <p>Photography and videography skills (A)</p>
Values and Personal Attributes	
<p>Commitment to the values and mission of Shore Psychology. (A/I)</p> <p>Ability to make good use of supervision and support from the Operations Manager and wider team (I)</p> <p>Ability to work independently, reliably and consistently with work agreed and managed at regular intervals. (I)</p> <p>A willingness to 'get stuck in.' We are a small, collaborative team and support each other with different tasks as needed. (A/I)</p>	<p>A knowledge and interest in issues related to mental health and psychology. (A/I)</p> <p>An understanding or interest in neurodivergence. We welcome applications from people with lived experience of neurodivergence. (A/I)</p>