



# **Digital Content Coordinator (Campaigns and Community)**

## **Candidate Pack**



# WELCOME

Thank you for your interest in joining LGBT Health and Wellbeing. This is an important time for our organisation as we strive to meet the increasing demand for our services in an increasingly pressurised environment.

We are strengthening how we support LGBTQ+ people across Scotland, while also growing and diversifying how we fund that work. Alongside this, we are continuing to build a strong, visible voice for our communities.

This new role sits right at the heart of that. It is about making sure that LGBT Health and Wellbeing is visible, connected, and rooted in Scotland's LGBTQ+ community.

You will lead on delivering digital campaigns and content that promote our services, build an active community presence, communicate impact, and support income generation

If you care about community, connection, and telling stories that make a difference, we'd love to hear from you.



This has been really different from my previous experience of counselling. I've felt accepted without judgement and have a sense of belonging to the LGBTQ+ community.



## Our Values

### Equality and Diversity

Our team is inclusive and represents the community we serve. We engage with all sections of the LGBTQ+ community and our allies, and we celebrate diversity.

### Respect

We value everyone and treat people fairly. We are open, accountable, accepting, trustworthy and supportive.

### Inclusivity

We create services and spaces that are accessible and intersectional. We pay particular attention to people who have been historically excluded from support, and those facing multiple disadvantages.

### Participation

Our services are shaped by the communities they serve. We encourage, support, and empower people to get involved.

### Collaboration

We are not an island. We achieve more by working together, with our community and with partner organisations, to reach shared goals.

### Excellence

We aim to provide high-quality, innovative services that deliver the best results for our community.

# ABOUT US

LGBT Health and Wellbeing was established in 2003 to improve the health and wellbeing of LGBTQ+ people across Scotland.

We are a national charity providing support services and community spaces that help people stay well, reduce isolation, and feel more connected.

Whilst we are known as 'LGBT' Health and Wellbeing, our work reflects the full diversity of our communities. We support people across the LGBTQIA+ spectrum, including queer, intersex and asexual people, as well as those who are questioning or exploring their identity. We also work with families and friends of LGBTQ+ people, and with health and social care professionals supporting our communities.

Alongside our services, we play an active role in shaping change. We bring the voices and experiences of LGBTQ+ people into conversations with organisations and decision-makers, including the Scottish Government, helping to inform more inclusive policy, services and practice.

We are recognised as a trusted and credible voice on LGBTQ+ health and wellbeing, particularly in areas such as mental health, trans wellbeing, and the experiences of LGBTQ+ elders.

At the heart of our work is one aim: a Scotland where LGBTQ+ people thrive, no matter who we are.

## OUR STRATEGIC OBJECTIVES

LGBT Health and Wellbeing's current high-level objectives are to:

- Make a real difference to our community.
- Generate funds from a diverse income stream, and increase awareness of our organisation.
- Attract and retain the best possible team of staff and volunteers who are suitably placed to serve our community.
- Develop and implement effective and efficient organisational processes and systems.

The Digital Content Coordinator is a critical role in helping us achieve all of these.

You can read more about our aims within these objectives [here](#).



# THE ROLE

**Role Title:** Digital Content Coordinator (Community and Campaigns)

**Reports to:** Head of Partnerships and Communications

**Hours per Week:** 36 hours (full time)

**Location:** Based in our Edinburgh or Glasgow office with flexible working

**Salary:** £31,566

The **Digital Content Coordinator** sits at the heart of how we show up for our community. You'll help make sure we are visible, connected, and rooted in Scotland's LGBTQ+ community. You will promote our services and events, engage actively across digital spaces, and help us be seen as an organisation that is of, for, and by the community.

Alongside this, you'll play a key role in delivering campaigns and content that communicate our impact and support our fundraising. Working closely with your colleagues, you'll help turn what we do into clear, compelling stories that reach the right people and make a difference.

This is a role for someone who enjoys being both creative and connected: equally comfortable creating content, building relationships online, and contributing to campaigns that grow our reach, impact and income.

## WHAT YOU'LL BE DOING

### Community presence and engagement

- Actively engage across LGBTQ+ digital spaces
- Build relationships with community groups, partners, and community organisers
- Amplify community voices and lived experience
- Help ensure we are seen as part of the community, not separate from it

### Promoting our services and events

- Plan and deliver promotion of our groups, services, and activities
- Work with service teams to gather information and create clear, accessible content
- Increase participation and reach across Scotland

### Campaigns, impact, and fundraising

- Work with fundraising colleagues to support campaigns
- Create content that communicates impact and encourages support
- Work with the Policy and Research Manager in our efforts to challenge systemic inequality
- Contribute to campaign planning and delivery

# WHAT YOU'LL BE DOING (CONTINUED)

## Content creation

- Develop content across social media, our website, and email
- Create case studies and stories that reflect lived experience
- Ensure content is clear, engaging, and aligned with our values

## Digital channels

- Manage and grow our digital platforms
- Use data and insight to improve engagement
- Test and refine content and campaigns

## Brand and consistency

- Maintain a consistent and authentic voice
- Support colleagues to communicate their work effectively

# WHO WE'RE LOOKING FOR

We're looking for someone who is creative and connected. Someone who cares about our community, understands how to communicate with authenticity, and is motivated by making a real difference.

You don't need to have done this exact role before, but you should bring a mix of experience, instinct, and values that align with what we're trying to do.

## Who you are

- You are community-minded. You understand the importance of showing up, listening, and being part of something, not just promoting it.
- You are curious and engaged. You take an interest in what's happening across LGBTQ+ communities and wider social issues.
- You are a strong communicator. You're able to write clearly, adapt your tone, and connect with different audiences.
- You are creative and purposeful. You enjoy creating content, but you're also thinking about what it's for and who it's reaching.
- You are proactive and organised. You're able to manage your time, spot opportunities, and keep things moving.
- You are collaborative. You're comfortable working across teams and building positive working relationships.
- You are comfortable with complexity. You're able to communicate sensitively and thoughtfully in a challenging and sometimes polarised environment.
- You share our commitment to LGBTQ+ equality and inclusion.

# YOUR EXPERIENCE

Your application will be assessed against the criteria below.

To give yourself the best chance of being shortlisted, please respond to each point in turn and include clear examples of how you meet it. Where possible, use specific evidence from your work, volunteering, or lived experience.

You do not need to meet every single criterion to apply, but the more relevant examples you can provide, the stronger your application is likely to be.

If written applications are not your preferred format, you are welcome to respond in another way, such as by video or voice note.

## ESSENTIAL

- Experience creating digital content and delivering campaigns
- Strong writing skills and ability to adapt tone for different audiences
- Experience managing social media, websites, or email platforms
- Ability to create engaging content from complex or sensitive topics
- Experience engaging with online communities (not just broadcasting)
- Strong organisational skills and ability to manage competing priorities
- Basic design skills (e.g. Canva or similar)

## DESIRABLE

- Experience supporting fundraising campaigns or donor communications
- Experience using analytics to inform content decisions
- Experience working in third sector or community-based organisations

## USE OF AI

We recognise that Artificial Intelligence (AI) can be a useful tool in many workplaces, and at LGBT Health and Wellbeing we are actively exploring how to balance its use alongside our environmental, ethical, and green commitments. However, at this stage in the recruitment process, we ask that candidates do not use AI to support their application. Instead, we'd encourage you to trust your own voice and experience, and share examples from the heart. This will help us get a genuine sense of who you are and what you will bring the team and the role.

# RECRUITMENT PROCESS

LGBT Health and Wellbeing is an equal opportunities employer committed to finding the very best candidate for this position. We aim to create an equal and fair recruitment process open to all. We commit to being accessible and welcoming to all the diverse communities and partners that we engage with. If there is anything that we can do to help you throughout this process, please let us know.

Applications will be reviewed as soon as they are received and we appreciate early applications to help us give each application as much time and consideration as possible.

We ask you to be available for interview on that day and to be as flexible as possible with regards to time. All applicants who are invited to interview will be offered feedback by email or a phonecall.

## Interview Process and Timeline

Your hiring panel includes:

- Mark Kelvin, CEO
- Natalie Summers, Head of Partnerships and Communications
- Rebecca Hoffman, Policy and Research Manager

The interview will last approximately one hour and will be held in our offices at Duncan Place Community Hub, 4 Duncan Place, Edinburgh, EH6 8HW.

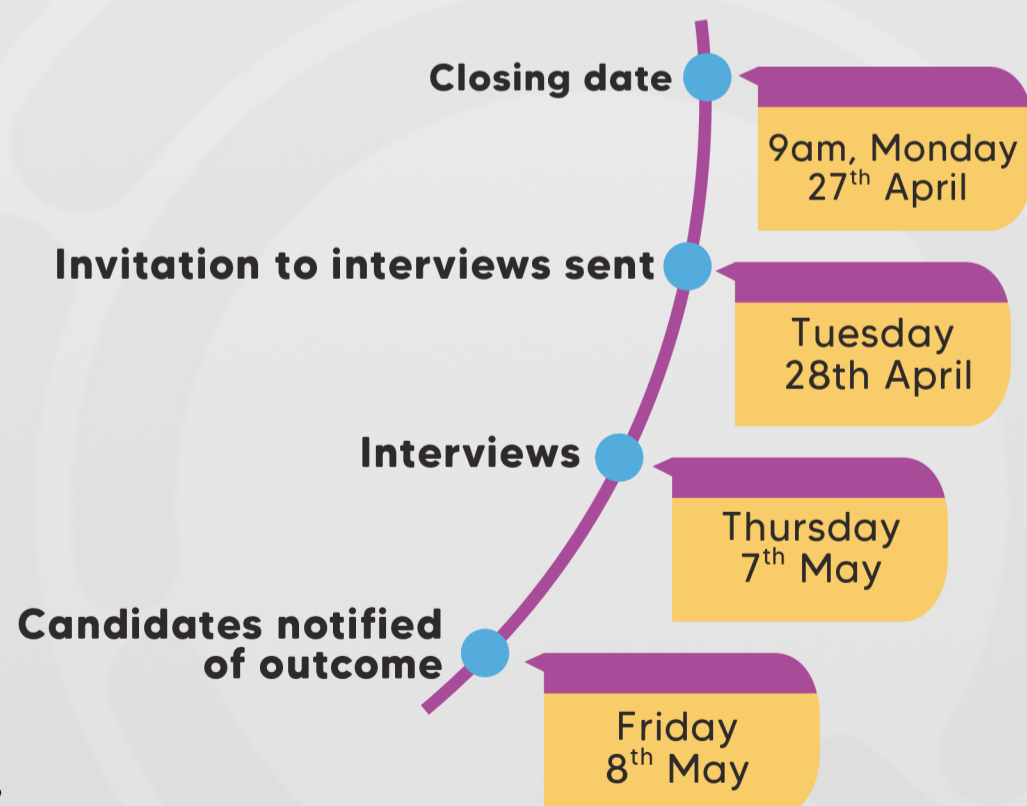
Prior to interview we will ask you to submit a task related to the role that we will discuss at your interview. On the day we will be asking a mix of skills-based and scenario-based questions, and you'll have the opportunity to ask us questions too.

Our office is accessible and details about the space can be found [here](#).

Offers of employment are subject to two references, a valid PVG check, and all staff are subject to our safeguarding policies, which ensure we provide a safe environment for everyone who engages with our services.

Please find details on **applying** on our [Vacancies](#) page. We invite you to provide your application in written or video form. If you record a video please follow the sections of the application form.

If you would like to discuss any element of the process please contact Lauren Elder, our People Support Coordinator, at [lauren.elder@lgbthealth.org.uk](mailto:lauren.elder@lgbthealth.org.uk).



# CULTURE AND BENEFITS

## Salary and Working Patterns

We can offer a salary of £31,566, paid monthly in arrears, around the 4<sup>th</sup> Thursday of the month. The organisation strives to award an annual cost of living increase each year. This salary is inclusive of our 2026/27 increase. This is a full time role, working 36 hours per week, with a minimum of 30 minutes break for lunch each day (unpaid).

We are keen to look at new ways of working and enable you to bring your best self to work. We understand that this means different things to different people and are keen to actively encourage those conversations at the point of recruitment and beyond. Our current hybrid working policy asks that everyone in our team works from one of our offices, either Edinburgh or Glasgow city, a minimum of one day per week to help foster team connection and collaboration. Induction is in-person and you may be asked to be in the office more frequently initially.

## What We Offer

- 35 days annual leave, including public holidays.
- An additional two 'wellbeing days' per year.
- Long service recognition with additional annual leave awarded from year 3.
- Flexible working opportunities, including up to 30 days from overseas.
- TOIL policy, ensuring additional time off for any overtime worked.
- Access to comprehensive funded learning and development opportunities.
- Access to a Group Personal Pension with a 6% contribution from the organisation.
- Employee Assistance Programme, with anonymous access to an online wellbeing portal, advice, and counselling.
- Queer-led organisation. All of our staff and volunteers identify as LGBTQ+ or are an active ally
- We are a carer positive organisation and have a range of family friendly policies.

## Getting Started and Probationary Period

New employees' employment is subject to satisfactory completion of a six-month probationary period. The organisation reserves the right to extend this period at its discretion. The organisation will assess and review your work performance during this time and reserves the right to terminate your employment at any time during the probationary period. Prior to offer of employment we will require two satisfactory references and a valid PVG check.

## Pensions

After your first three months of employment you may be eligible to join our Standard Life pension scheme as detailed in the Pensions Act 2008 (pensions auto enrolment). The organisation will pay 6% of your gross salary as an employer pension contribution. Employees will be required to make an employee contribution to satisfy the government legislation's minimum total contributions.