

Job Description and Person Specification

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| Job title: | Events and Communications Coordinator |
| Reports to: | Head of Development and Engagement |
| Salary and Pension: | £27,276 - £32,235 (pro-rated) + 8% employer pension contribution |
| Weekly hours: | 28 (0.8 FTE) |
| Location: | Hybrid – working from home and office space |
| Fixed term/permanent: | Permanent |
| Annual holiday: | 35 days pro-rated, including 10 days pro-rated for public holidays |

# Role Purpose

The Events and Communications Coordinator will work with guidance from the Head of Development and Engagement to promote Inclusion Scotland. They will plan and deliver accessible, engaging events and develop and deliver improved communications, contributing to achieving the vision of disabled people being fully included throughout all Scottish society as equal citizens.

The role will involve working collaboratively with colleagues across the organisation to promote and raise awareness of the organisation’s policy and research, programmes and wider work among members and externally.

# Key Responsibilities and Tasks

Communications

Ensure that communications are accessible for disabled people, that they are in line with brand guidelines and consider the range of communications needs.

Design and implement an accessible communications quality assurance process to ensure all communications are best practice and meet accessibility standards.

Develop communications guidance, including appropriate and inclusive language in line with the social model of disability.

Support the development and ongoing management of the CRM system, including integrated tools such as Mailchimp to enhance communications and campaign effectiveness.

Collaborate with colleagues to promote the organisation’s programmes, research and policy work and publications.

Create and share information on social media channels.

Manage social media channels and the website.

Contribute to improving organisational branding.

Draft media releases and track media trends.

## Events

Develop and manage a comprehensive events calendar which aligns with organisational priorities and member requirements.

Lead the planning and delivery of inclusive events (online and in-person), ensuring all accessibility needs are met, including but not limited to BSL interpretation, live captioning, accessible venues, and materials in alternative formats.

Coordinate logistics for events, including venue booking, speaker liaison, registration processes, and post-event evaluation.

Collaborate with the Participation and Policy team to ensure events reflect current priorities and amplify the voices of disabled people and Disabled People’s Organisations (DPOs).

Develop a system to collate, monitor and analyse events and communications data, and provide regular progress reports.

Ensure safeguarding and risk management procedures are embedded in all event planning and delivery.

## External Focus and Relationships

Build and maintain positive relationships with key external stakeholders.

Ensure well informed and prompt responses are provided to enquiries.

Provide high quality service to members and other stakeholders in all communications.

Represent the organisation at external events, conferences, and forums, promoting Inclusion Scotland’s work and building strategic partnerships.

Be the first point of contact for media enquiries and liaise with the Senior Leadership Team to progress these.

## Monitoring and Evaluation

Evaluate event impact and accessibility, gathering feedback from participants and stakeholders to inform continuous improvement.

Collate feedback and provide regular reports to the senior leadership team.

Contribute to reports for internal and external use, including reports to funders, funding applications and Board reports.

Recognise and highlight any perceived risks within your area of work and effectively use the systems in place to manage these.

## Finance

Follow finance procedures, seek approval for invoices and work with finance colleagues when required to enable accurate, timely finance reporting.

## Organisational

Collaborate with colleagues to develop a calendar of member events.

Support colleagues to deliver accessible engagement events.

Promote the ethos and values of Inclusion Scotland in all activities.

Work collaboratively with colleagues across the organisation.

Participate in Inclusion Scotland meetings, events and networks, as required.

Comply with organisational policies and procedures in all aspects of your role.

Carry out your work in line with relevant legislation, regulation, guidance, rules and standards.

Contribute to a positive organisational culture, embodying the organisation’s values and playing a part in making Inclusion Scotland a great place for people to work.

Undertake all work in line with safeguarding principles and procedures.

Carry out any other responsibilities as may reasonably be required from time to time.

# Person Specification

## Personal Qualities

A demonstrable commitment to the Social Model of disability and the philosophy of Independent Living, and passion for supporting disabled people to be decision makers.

Commitment to diversity and ability to apply awareness of diversity and intersectional issues to all areas of our work.

A resilient approach to work and clear strategies for self-management as well as the ability to request support when needed.

Commitment and proactive approach to your ongoing learning and development.

Lived experience of being a disabled person is desirable.

Experience

Experience of managing social media channels (including scheduling, evaluation and monitoring feedback).

Experience of creating content for digital channels.

Experience of events management and delivery, online and in person is desirable.

Experience of public speaking and representing an organisation externally.

Skills and Abilities

Highly effective communication skills, particularly including encouraging and responding to the contributions of others, and the ability to communicate clearly and assertively with a wide range of audiences.

Excellent written, verbal, nonverbal and listening skills.

Ability to present complex information in accessible formats.

Ability to generate high quality written materials that clearly communicate content and ideas.

Strong presentation skills.

Excellent interpersonal skills to enable positive relationship building and effective collaborative working, internally and externally.

Strong organisational skills and attention to detail.

Proficient in the use of Microsoft Office products (Outlook, Word, Excel, PowerPoint, SharePoint).

Ability to plan and manage a complex workload across a range of subject areas, meet deadlines and respond to unplanned demands.

Knowledge and Understanding

Comprehensive understanding of the issues and inequalities faced by disabled people.

Good understanding of communications and public relations.

Understanding of membership engagement principles.

Relevant academic qualification.

Other Requirements

It is anticipated there will be some evening and weekend work which is supported by Inclusion Scotland’s flexible working policy.