



# Communications & Marketing Officer

## Edinburgh

Join our mission to end youth homelessness in Scotland!

For over 30 years, we have been dedicated to **preventing youth homelessness** and supporting young people in building better futures.

Rock Trust aims to ensure that every young person in Scotland has access to **expert youth specific services** to assist them to avoid, resolve, and move on from homelessness.

We work to ensure that **the public, policy makers, commissioners, and practitioners understand the issues**, make decisions, and take actions which will help us end youth homelessness.

LAST YEAR WE HELPED

**1,129**

young people avoid or move  
on **from homelessness**



**Kate Polson,**  
Rock Trust CEO

As well as providing routes away from homelessness and into secure housing options, we also support young people with their mental health, employability and independent living skills.

Every young person is different and no single version of support is appropriate for every person.

We want to prevent young people experiencing homelessness at all, but where this isn't possible, we're determined to make sure that any experiences of homelessness are brief and non-recurring.

# What is it like to work at Rock Trust?

Rock Trust is an ideal workplace for individuals who are looking to be inspired and motivated by their day-to-day work. Whatever your role, Rock Trust is a place for people to bring their true selves and build authentic, genuine relationships with co-workers, volunteers, partners, supporters, and young people.

## **Safety   Fairness   Respect   Positivity**

These values exist for our staff, volunteers and the young people we work with. They underpin everything we do, including how we measure success and reflect on our work.

When we interview new potential colleagues we always ask them to talk to us about these values and their personal relationship to them. This really helps us get to know people, and see how they might fit into Rock Trust. Crucially, we've had feedback that it also helps break the ice and show people what working at Rock Trust is like because of what is important to us.

Working for Rock Trust is my first experience of working in the voluntary sector and I really appreciate being part of an organisation that puts its values into practice. The welfare of the young people we support really is at the heart of all we do.

I am a Team Leader, and the role is far from easy, but I never dread going to work because Rock Trust understands the importance of recruiting the right people and we have a supportive and compassionate team.

**Alison**, Team Leader in Fife



# What do we offer to our staff?

We take pride in fostering inclusivity within our organisation, building on everyone's strengths and collaborating effectively. By investing in and supporting our teams, we ensure the best outcomes for the young people who need us.

- Flexible working
- Wellbeing day
- TOIL
- Increase in your annual leave entitlement each year
- Annual Leave purchase scheme
- Employer Pension Contributions (6%)
- Enhanced Maternity, Paternity and Adoption Leave
- Talent Development
- Core and individual **training opportunities**
- **Life Assurance** of 3 x your annual salary
- **Employee Assistance Programme (EAP)**
- A funded **Social Committee**
- **Cycle to work** scheme
- **£50 eye care voucher** every 2 years
- **Interest free train season ticket loans**



I have had many jobs over the years, but I can safely say this is one of the friendliest and most supportive environments I have worked in. The Rock Trust is a very welcoming place to be, and I feel very fortunate to work alongside the people I do.

Being able to work flexibly has been a huge perk for me. It has allowed me to fit in other commitments I have outside of work.

**Danny, Edinburgh Youth Housing Hub Lead**

# Our teams

- Senior Management Team
- People and Business Support Team
- Finance Team
- Communications and Fundraising Team
- Properties and Facilities Team
- Services | Edinburgh, East Lothian, and Midlothian
- Services | Perth
- Services | West Lothian
- Services | Glasgow
- Services | Fife
- Services | Upstream Scotland



I can honestly say that I work with some of the kindest, most dedicated, and most supportive people at Rock Trust. Across all departments, everyone's thoughts and ideas are always valued and welcome.

Joanne, Partnerships Lead





# Job description

**Job Title: Communications and Marketing Officer**

**Contract: Permanent - Full time - 35 hours per week**

**Location: Edinburgh based with some home-working and travel to regional offices.**

**Salary: £25,295 - £27,928 (depending on experience)**

## **Mission Statement**

Our long-term vision is to end youth homelessness. Our more immediate mission is to ensure that every young person in Scotland has access to expert youth specific services to assist them to avoid, resolve and move on from homelessness, making it rare, brief, and non-recurring.

## **Context**

Rock Trust is looking to employ a pro-active and creative Communications and Marketing Officer to support the delivery of Rock Trust communications activity.

As we continue to expand our services and reach across Scotland with a new organisational strategy, we are looking for an ambitious individual with a creative flair, to support the development of the trust's communications content, with a particular focus on growing and optimising our online presence and reach.

The post-holder will work with the Communications and Fundraising Team and cross-departmentally, to gather stories and create compelling multi-media content, raising awareness of Rock Trust's work across Scotland and increasing our supporter base.

## **Reporting to**

Communications and Marketing Lead

# Job description

## Responsibilities

### Communications:

- Support the Communications and Marketing Lead to create and manage our annual communications calendar.
- Work with all Rock Trust teams and audience groups to identify and gather stories for sharing across our communication platforms.
- Work independently, with external agencies, pro-bono partners and volunteers, to capture and share our work and messages in new ways, using a range of multimedia including video, photography, and animation.
- Increase the quantity of content published across Rock Trust comms channels, supporting improved brand awareness, and contributing to strategic KPIs.

### Digital:

- Website – Support the Communications Lead with the day-to-day management of our website, including publishing and editing content.
- Social media – oversee our social media activity, planning, creating and scheduling compelling, targeted content in line with our strategic goals, leading to increased engagement.
- Email – create and provide content to the Communications Lead for sharing, and support activity to increase our subscriber base.

### Marketing:

- Adhere to our Brand and Style guidelines, promoting consistency and quality in all external communications.
- Design and create high quality, branded promotional materials for digital and print as and when required.
- Work with external printers, designers and other professionals to support the production of marketing materials and merchandise.

### Monitoring and Evaluation:

- Support with the monitoring and evaluation of our communications activity, including social media and website insights and analytics, contributing to quarterly reports, campaign reports, and other specific analysis as required.
- Support the wider Fundraising team with the upkeep of our CRM database.

### Quality and Compliance:

- Ensure a thorough awareness, application and adherence of organisational policies and procedures and promote best practice.
- Ensure all communications materials and activities comply with the Code of Fundraising and UK GDPR laws.

# Job description

## Leadership and Development:

- Line manage and provide formal and informal support to allocated students and/or volunteers, as required.
- As part of Communications and Fundraising Team, provide effective and professional leadership, supporting and promoting the activities of Rock Trust and contributing significantly to building a high performing organisation.
- Nurture a culture of Respect, Safety, Positivity and Fairness, that allows our colleagues to thrive, take appropriate risks and learn from mistakes.
- Identify and make recommendations for improvement to contribute to the continuous operational improvement of the organisation.

## Other:

- To act in accordance with Rock Trust values.
- To undertake other duties in line with the role as required.

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the Rock Trust at any time after discussion with the post holder.



# Person specification

## Essential

- Experience working in communications.
- Experience of creating social media content within a professional context.
- Demonstratable design skills and experience of creating marketing content for a range of digital and print purposes.
- Experience of using social media management tools.
- Confident communicator with excellent interpersonal skills.
- Excellent organisation and time management skills.
- Excellent attention to detail.
- Pro-active approach with ability to engage others.
- Strong written and story-telling skills.
- Creative thinker with a passion for pursuing new ideas.
- Work well as part of a team.
- Willingness to work on a flexi time system involving attendance at events outside of office hours.

## Desirable

- Relevant degree or qualification.
- Experience of working for a charity.
- Confident and proficient user of Adobe Design Suite.
- Experience of video editing and/or multimedia content creation.
- Experience of using Wordpress, google analytics and SEO.
- Knowledge of youth homelessness issues.

# Instructions to apply

1. Download and complete the three documents below:

- Application Form
- Equal Opportunities Form
- Criminal Convictions Declaration

2. Visit our vacancies web page.

3. Click “APPLY HERE” on the web page and upload the forms and declaration to our portal.

We will review applications daily and will be in touch as soon as possible if we'd like to invite you for interview.

If you would like to speak to someone about the role in more detail, or if you face any obstacles to completing an application, please get in touch.

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# Good luck!