

**“To be the driving force towards financial wellbeing for the people of Scotland”**

**Role:** Communications Officer

**Responsible to**: Policy and Communications Lead

**Salary**: £17,358 (pro-rata)

**Hours**: Part-time (18 hours a week, 36 hours FTE). We are a flexible working employer. We operate a four-day working week.

**Location**: Mainly working from home, but some travel for meetings will be required.

**About MAS**

Money Advice Scotland is Scotland’s money charity. Established in 1989, the organisation has grown significantly but retains its core activities in promoting free independent debt advice and personal finance education. Our mission is “to be the driving force towards the financial wellbeing for the people of Scotland”. Our vision is “A fairer Scotland where people are not stigmatised by debt”. We are a vibrant organisation whose staff want to be the leader, and not the follower. We believe that people in debt deserve to be treated fairly and with dignity. And we believe we will achieve that by supporting the advice workforce, empowering citizens to get help and support, and advocating for fairer policy.

The organisation has a five-year strategy in place, which includes the following strategic objectives:

1. Lead the delivery of money advice training and education
2. Improve financial health and wellbeing
3. Influence social and public policy
4. Advance the availability of digital services and products

**Role profile**

We’re looking for a Communications Officer to join our team to support the implementation of our communications strategy, including building new campaigns. This role is focused on further expanding our communications reach and connecting with the public, money advisers, and policy makers by creating and sharing useful and engaging content and resources.

**Job description and key responsibilities**

* Create engaging social media content, create digital artwork and monitor our channels. Responding to online engagement.
* Plan and deliver marketing campaigns across various channels, including social media, email, and the website, incorporating multimedia such as photography and video.
* Conduct content-scoping research and liaise with colleagues to source interesting and relevant material for our newsletter and website
* Create and edit content (e.g. blogs, newsletters, press releases) on a range of debt and financial wellbeing subjects in both digital and print formats.
* Update and maintain our website to a high standard ensuring content is up-to-date and accessible to all.
* gather content for press releases, media features, and news stories and build relevant contacts.
* Support with the creation and management of digital ads
* Create on-brand visual and digital assets
* Work according to and further develop our dedicated communications toolkit
* Support the wider team with their communication requirements – including formatting reports and presentations in line with the MAS brand guidelines.
* Liaise with publications and media outlets to raise Money Advice Scotland’s profile
* Support the wider team with planning promotional activities and events – including promotion, information, processing bookings, agendas, venue bookings, catering, transport and evaluation
* Manage the growth of MAS membership by promoting its value, relevance, and benefits to both existing and potential members.
* Build and maintain strong relationships with MAS members, ensuring high levels of
* communication and engagement.
* produce reports
* Other relevant tasks as required

**Person specification**

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|  | Essential | Desirable |
| Qualifications and experience | * Educated to Degree level focused on communications, marketing, design, or other relevant subject
* At least 3-years of experience within a communications, marketing or design role.
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| Knowledge and understanding | * Ability to create high-quality, engaging content
* Willingness to learn about new subjects
* Ability to write content for different audiences
 | * Photography/graphic design skills
* Video editing skills
* Interest in financial wellbeing topics
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| Communication and IT skills | * Proficient with Microsoft Office products
* Experience with social media management platforms
* Experience managing paid ads
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| Evaluation and analysis | * Strong attention to detail
* Strong analytical skills
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| Autonomy and accountability | * Ability to work using own initiative
* Comfortable working to deadlines
* Ability to work in a team as well as individually
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| Values and attitudes | * A commitment to our purpose
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**What you will get from the role**

You’ll be part of a progressive organisation and your work will help to challenge the stigma around debt through evidence-led content.

You’ll create a range of different content, engage with key audiences, and be an important part of ensuring the voices of people in debt are heard.

**Application process**

Please submit a CV and cover letter by email to janine@moneyadvicescotland.org.uk by Friday 29 August. Shortlisted candidates will be invited to attend an online interview w/c 8th September.