

Marketing and Communications Officer

Hours: Part time (30 hours p/w).

Job type: Permanent

Salary scale: £28,083 – £32,904 (pro-rata of 37 hours full time)

Appointment will be made at a point on the scale appropriate to the successful candidate's skills and experience.

6% employer pension contribution

Holidays: 29 days annual leave, plus 6 statutory public holidays. The project closes over Christmas and New Year; three days from annual leave allocation are set aside for this.

Location: Edinburgh.

The role will involve attending occasional evening / weekend events.

The role responds to the Head of Fundraising, Marketing and Communications

About Fresh Start:

Fresh Start provides support to people moving on from or those at risk of homelessness.

We offer practical help and support through the provision of goods and services. These services have developed over the years to recognise and meet the needs of those who have experienced homelessness and to support homelessness prevention.

www.freshstartweb.org.uk



Job Purpose:

We're looking for a creative and motivated individual to join Fresh Start's fundraising team to help promote our work and raise the organisation's profile. This role involves developing engaging content across social media, coordinating broader marketing activity, and producing digital and printed materials that reflect Fresh Start's brand, mission, and values. You'll support the team by designing newsletters, updating website content, and managing email marketing campaigns, including scheduling and audience segmentation. We're seeking someone who is creative, proactive, organised, and collaborative; and able to listen, contribute ideas, and respond flexibly to changing priorities while maintaining consistency across all communications.

Key areas of responsibilities in order of importance

Social Media: Content Creation, Management & Scheduling

- Work closely with the fundraising team to develop and implement a social media strategy in line with Fresh Start's aim and mission, ensuring alignment with brand guidelines.
- Create engaging and impactful content (written, visual, and video) for social media platforms in particular Facebook, Instagram, LinkedIn.
- Engage with staff across the organisation to gather and create content.
- Monitor, manage, and grow social media presence, responding to comments and messages in a timely, professional manner.

- Analyse social media performance using analytics tools and adjust strategies to maximise engagement and reach.

Campaigns and Events:

- Collaborate on fundraising campaigns/events, ensuring all marketing activities align with campaign objectives and engage key audiences.
- Coordinate and implement e-shot campaigns, managing mailing lists and segmenting audiences for targeted communications.
- Monitor and report on social media campaign performance, using data-driven insights to make recommendations for future activities.

Digital and Print Documentation including content creation:

- Work closely with the Fundraising team and wider staff team to assist with the production of content copy for external and internal marketing materials to promote service delivery, volunteering, and community engagement.
- To be responsible for the creative production of internal and external marketing materials (print and digital) such as newsletters, campaigns' flyers, e-shots, information flyers and annual reviews.

Website

- Review content
- Making web page updates and corrections as needed (including updating photos)
- Depending on experience, lead or support the implementation of technical improvements which have been identified in order to:
 - to improve supporters and beneficiaries journey (e.g. – Donate page set up)
 - to increase traffic to the website (e.g. – setting up a blog function)

General Marketing Activities:

- Ensure all content and marketing activities adhere to Fresh Start's brand guidelines and communicate the organisation's mission and values effectively.
- Maintain a consistent tone of voice and messaging across all marketing channels to reflect Fresh Start's personality – supportive, empowering, practical, and community-oriented.

Internal comms and support

- Respond to and action marketing and communication requests from wider staff team

Miscellaneous

- Attend fundraising and other events organised by, or on behalf, of Fresh Start.
- Contribute to Fresh Start's strategy.
- Participate in Fresh Start's supervision and development plans.
- Represent Fresh Start at external meetings as required.
- Attend Fresh Start team meetings, away days, training and other forums as requested.
- Comply with Fresh Starts company policies and procedures.
- To undertake any other duties appropriate to the post as requested by the Senior Management Team.

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Degree in marketing, graphic design, communications or related field 	
Experience/Knowledge	<ul style="list-style-type: none"> • Familiarity with the third sector. • Direct experience of managing and creating content for a range of social media including Facebook, Instagram and LinkedIn • Experience of writing content for different audiences and for a variety of different media, including print and digital • Strong organisational skills and experience in managing multiple tasks and deadlines. 	<ul style="list-style-type: none"> • Experience of working with external agencies, including website developers, graphic designers and printers • Experience working within brand guidelines and ensuring consistency across platforms • Previous work or volunteering experience in a marketing and communications role
Technical skills	<ul style="list-style-type: none"> • Knowledge of digital marketing tools, such as Hootsuite, Canva, and a familiarity with social media analytics platforms. • Knowledge and experience of using creative software such as canva, adobe illustrator / photoshop / indesign or similar. 	<ul style="list-style-type: none"> • Practical experience of working with websites and using content management systems • Understanding of SEO techniques • Photography and videography skills
Personal skills	<ul style="list-style-type: none"> • Passion for social justice and community work: An interest in supporting those affected by homelessness and an alignment with Fresh Start's mission and values. • Keen attention to detail and a high level of accuracy • Self-motivated and ability to work independently but also a positive team player who enjoys working with others to reach shared goals. 	

How to apply:

Deadline for applications: email a copy of your **CV, statement of application and examples of your work or portfolio by 5pm on the 31st of August** to fanette@freshstartweb.org.uk

Interviews will be held in our Edinburgh office, 22-24 Ferry Road Drive, Edinburgh, EH4 4BR during the **week of the 15th of September**. Previous candidates need not apply.

For more information or an informal chat please contact fanette@freshstartweb.org.uk

