

Job Title: Digital Communications and Fundraising Coordinator

Location: PEEK HQ, 82 Orr Street, Glasgow (with outreach across PEEK delivery sites)
Hybrid working supported.

Hours: 35 hours worked flexibly to suit the needs of PEEK. Evening and weekends may be required.

Salary and benefits: £31,084 salary. 6% pension employers contribution.

Annual Leave: 27 days A/L and 14 days P/H.

Reports to: Development and Fundraising Manager.

Purpose of role:

We are seeking an experienced and motivated Digital Communications, Marketing and Fundraising Coordinator to lead on developing and operating PEEK's digital communications and fundraising campaigns, ensuring effective digital marketing and PR in support of fundraising, the organisation, and its services. This includes responsibility for managing communications with supporters and using data insights to increase its effectiveness and strengthening PEEK's visibility, voice and impact. This role ensures PEEK's stories are told consistently, powerfully, and ethically, and that communications directly contribute to income generation, partnership development, and community engagement.

Core Communications & Marketing Responsibilities

- Manage and deliver PEEK's social media channels, website, and other digital content.
- Manage the PEEK inbox, directing enquiries to relevant team members.
- Design and produce marketing materials (flyers, posters, digital assets, presentations).
- Ensure all communications are accessible, inclusive, and aligned with safeguarding policies.
- Monitor engagement and impact of communications and campaigns activity, reporting insights to leadership and helping to inform future activity.
- Build relationships with media where appropriate to increase external visibility.

- Design and deliver campaigns to generate income and increase visibility of the PEEK brand.
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Key Responsibilities (aligned to PEEK's 5 Strategic Areas)

1. Deliver Transformational Programmes

- Capture, create and share compelling digital content from across PEEK programmes, ensuring the lived experience of children, young people and families is at the centre.
 - Work closely with programme teams to identify stories, case studies, and content opportunities.
 - Promote programmes to increase participation, engagement, and accessibility through social media.
 - Produce marketing materials that help families understand and access PEEK services.
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2. Demonstrate and Share Impact

- Develop and update PEEK's website and social media channels to show impact and learning
- Lead on the creation of digital impact reports, case studies, newsletters, and digital content.
- Develop consistent messaging that communicates PEEK's outcomes clearly to funders, partners, and the public.
- Maintain and develop PEEK's brand voice, tone, and visual identity across all channels.
- Support data-to-story translation in collaboration with programme and leadership teams.
- Monitor engagement analytics and provide reporting to SMT and PEEK Board.
- Maintain and grow mailing lists and supporter communications (GDPR compliant).
- Support CRM updates and fundraising/campaign related admin where required.

- Use emerging technology like AI to assist and inform team workload.
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3. Invest in Our People

- Work collaboratively with staff, volunteers, and young people to gather content ethically and inclusively.
 - Provide basic guidance and tools to staff to enable them to contribute to communications activity.
 - Support internal communications to ensure staff are informed, connected, and engaged.
 - Champion safe, trauma-informed, and participatory storytelling approaches.
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4. Build a Sustainable Future (Fundraising Support)

- Support the development of fundraising bids, proposals, and applications with high-quality written content and case studies.
 - Work with the senior team to align communications activity with fundraising priorities and income generation goals.
 - Design and deliver campaigns to generate income and build the PEEK mailing list using digital and print platforms.
 - Maintain and update a bank of evidence, stories, images, and impact data for fundraising use.
 - Support the development of donor journeys and experience and ensure information is compiled and ready for donor stewardship and reporting purposes.
 - Support the general delivery of fundraising events, appeals and campaigns.
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5. PEEK Into Whitevale

PEEK is working with Glasgow Buildings Preservation Trust to deliver 'PEEK Into Whitevale', renovating the currently derelict Whitevale Baths to become PEEK's eventual home.

- Lead local communications activity that amplifies community voice and PEEK's visibility and presence in the area.
 - Create targeted content that reflects local needs, strengths, and partnerships.
 - Support community engagement activity through promotional materials and storytelling.
 - Support the development of a campaign and appeal to raise capital funding for PEEK into Whitevale
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Essential Experience

- Experience in communications, marketing, digital media or content creation within an organisation or project setting.
 - Experience of producing engaging content across multiple channels (e.g. social media, newsletters, websites).
 - Experience of working with programmes, services or teams to gather stories, case studies or impact evidence.
 - Experience of working to deadlines and managing competing priorities in a busy environment.
 - Experience of supporting campaigns, engagement activity or audience development.
 - Experience of working collaboratively across teams or with external stakeholders.
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Essential Knowledge and Skills

- Strong understanding of effective communications and marketing principles.
- Excellent written and verbal communication skills, with the ability to adapt tone for different audiences.
- Ability to translate programme activity, outcomes and impact into clear and compelling storytelling.
- Strong digital skills, including confidence using social media platforms and content creation tools.

- Good organisational and planning skills, with attention to detail.
 - Understanding of safeguarding, consent and ethical storytelling practices.
 - Understanding of equality, diversity and inclusion principles.
 - Ability to build positive relationships and work collaboratively across teams.
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Desirable Experience and Knowledge

- Experience working in a charity, community organisation, youth work or third sector environment.
 - Experience supporting fundraising activity, donor communications or grant applications.
 - Experience using design tools (e.g. Canva) or basic photo/video editing.
 - Experience using email marketing platforms and/or CRM systems.
 - Experience using Square Space or other website platforms.
 - Understanding of monitoring, evaluation and impact reporting.
 - Knowledge of community-based or place-based approaches to engagement.
 - Understanding of fundraising principles and income generation activity.
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Qualifications

- Degree-level qualification or equivalent professional experience in communications, marketing, media, fundraising or related field.
 - Relevant training in digital communications, marketing, fundraising or content creation (desirable).
 - PVG Scheme Membership or willingness to join.
 - UK driving license (desirable).
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Personal Qualities

- Commitment to PEEK's vision, mission and values.

- Creative, proactive and ideas-driven approach to communications and storytelling.
- Strong emotional intelligence and sensitivity when working with children, young people and families.
- Positive, collaborative and team-focused approach.
- Ability to work independently and take initiative.
- Commitment to ethical storytelling and authentic community voice.
- Flexible, adaptable and comfortable working in a fast-moving environment.