

Job Description:

Post: Marketing Officer

Hours: 35 hours per week, fixed term to 31 March 2027 (with intention from Scottish Government to extend to March 2029)

Salary: £29,600 - £32,560

Location: Glasgow or Edinburgh (Hybrid 2 days a week)

Reports to: Communications and Marketing Manager

Overview

Established in 1944, One Parent Families Scotland (OPFS) is the leading charity working with single parent families in Scotland. We provide expert advice, practical support and campaign with parents to make their voices heard to change the systems, policies and attitudes that disadvantage single parent families.

We work alongside single parents and their families, placing them at the centre of everything we do. Creating ways to overcome barriers, changing their lives and fulfilling their potential. We also celebrate the many achievements of single parents and their children.

Our vision is to see a Scotland where single parent families are celebrated in all their diversity, are treated fairly and live free from discrimination and poverty.

Our mission is to amplify the voices of single parent families in their unique role as sole carers and providers and together challenge stigma, poverty and inequality to achieve change.

Our values are trust, equity, justice, collaboration and compassion. These are the principles or standards that we consider important in life. They shape behaviour and guide our decisions and actions.

Our strategic objectives shape and guide all roles at OPFS. They are the pillars that underpin all our work. We all will:

1. **Support** single parents to build on their strengths and attributes to achieve their goals.
2. **Strengthen** single parent families' wellbeing, enabling children to be happy and thrive.



3. **Influence** policies to eradicate child poverty taking an intersectional, equalities approach to policy making.
4. **Involve** single parents, experts by experience, to co-produce OPFS services and policy priorities.
5. **Challenge** societal attitudes and behaviours to fully support and respect single parent families.

About this role

We are looking for a talented Marketing Officer to join our Communications and Marketing team. This is an exciting opportunity to help raise the profile of One Parent Families Scotland ensuring that single parents know where they can turn to for advice and support. We are looking for a creative professional with the ability to combine excellent communication with strong design skills.

Role and responsibilities

Promotion and marketing

- In collaboration with the Comms and Marketing team and frontline services, deliver on the OPFS marketing strategy
- Use compelling and emotive storytelling to raise awareness of OPFS services and campaigns
- Promote OPFS services, events and participation opportunities using a multi-channel approach
- Produce a range of marketing materials that help families discover, understand and access OPFS services
- Work with OPFS frontline services to embed a strategic, joined up approach to marketing services and advice
- Ensure all marketing content is kept up to date and accurate
- Create template designs and press releases that can be adopted by both National and local OPFS teams to promote services
- Support and train OPFS teams to utilise local press to promote services
- Monitor and report on impact of marketing campaigns



Graphic design and brand development

- Ensure all marketing materials are accessible and on brand
- Maintain OPFS brand, identity and tone of voices across all marketing materials
- Develop creative concepts, graphics, layouts and illustrative materials for internal and external audiences
- Develop templates, tools and resources that enable staff to maintain brand consistency in their work
- Design resources and materials that are visually appealing, consistent, accessible and aligned with brand guidelines
- Support proposals from concept through to design, print and delivery
- Support with development of OPFS brand and brand guidelines
- Work with colleagues to maintain and update a bank of evidence, stories, images and impact data for marketing use

Corporate responsibilities

- Contribute to funding bids and reports for key priority areas
- Align with OPFS mission and values of justice, equity, trust, compassion and collaboration
- Adopt a trauma informed, anti-stigma approach that embeds equity, diversity and inclusion practice while ensuring all activities and outputs are accessible
- Actively contribute to teamwork and promote a positive, problem-solving attitude
- Regular travel across Scotland to engage with OPFS staff and parents
- Be flexible in approach to work and duties
- Attend relevant training and events
- Comply with policies on safeguarding, confidentiality, health and safety and data protection

The job description is a broad picture of the post at the time of preparation. It is not an exhaustive list of all possible duties, and it is recognised that jobs change and evolve over time.



Personal specifications

Essential experience and skills

- Experience in communications, marketing or content creation preferably in a charity setting
- Experience of producing engaging, accessible content across multiple channels (e.g. print, digital and press) on complex topics, including social security and financial advice
- Ability to work with others to gather stories, data or impact evidence
- Experience of working to deadlines and managing competing priorities in a busy environment
- Experience using content management systems
- Excellent written and verbal communication skills, with the ability to tailor communications to a variety of audiences
- Ability to work collaboratively across teams or with external stakeholders
- Ability to translate data and evidence from OPFS services into clear and compelling storytelling
- Ability to create a range of compelling marketing materials promoting OPFS services
- Ability to develop and manage brand identity
- Strong design skills with up to date knowledge on accessibility, best practice and a good eye for detail
- Experience using design tools, e.g. Canva or InDesign
- Strong interpersonal and communication skills

Desirable

- Strong understanding of effective communications and marketing principles
- Understanding of the key issues affecting single parent families
- Understanding of service delivery and advice sector
- Excellent copywriting and proofreading skills
- Fast learner with the ability to stay up to date with developments in digital technology, communications and social media

Personal qualities & attributes

- Strong understanding or lived experience of the realities faced by single parent families
- Commitment to anti-stigma, trauma-informed and rights-based practice



- Values driven, aligned with OPFS's mission to challenge poverty and inequality
- Flexible, reflective and open to learning as the programme develops
- Self-motivated with a commitment to continuous professional development
- Strong commitment to equality, inclusion and diversity in all aspects of work

Terms & conditions

Application deadline: Midnight on Wednesday 30 September

Confirmation of Appointment: Confirmation of appointment is subject to satisfactory completion of a 3-month probationary period, two references and a PVG check.

Salary: £29,600 - £32,560

Hours of work: 35 hours per week, worked flexibly to meet the needs of the service.

Holidays: Annual leave entitlement is 25 days and 12 Public holidays (pro rata)

Pension: You will be auto enrolled in our pension scheme with a 3% contribution from you and 7% contribution from OPFS

Training and support and supervision: You will receive induction training and frequent support in the first three months. Thereafter you will receive monthly individual support and supervision and annual appraisals. Regular team meetings will be held, and staff have access to internal and external training.

Equal Opportunities and Family Friendly Employment: OPFS aims to be an equal opportunity and family friendly employer. OPFS has Investors in People Gold status.