

# Job Description



**Job Title:** Communications and Marketing Manager

**Location:** An option of either:

- Homebased with monthly meetings in Perth, Leith & Glasgow  
*or*
- Office based from one of our Cruse Scotland offices in either Aberdeen, Glasgow, Leith, or Perth with occasional travel across Scotland

**Reporting to:** Chief Executive Officer

**Hours:** 28 hours per week worked over either 4 or 5 days

**Salary:** £28,000 per annum full-time salary plus 6% contribution to pension (pro rata salary for 28 hours per week, £22,400 per annum)

## Purpose of the Role:

The main aim of this role is to implement Cruse Scotland's Communications and Marketing strategy, ensuring that we reach everyone who needs our services. This will be done through the promotion of our client services and supporting teams in areas such as volunteering, fundraising, and business development

## Key Functions and Responsibilities:

- Develop and deliver an effective communications strategy across three key areas of Cruse Scotland's work: Client Services, Volunteering and Income Generation
- Plan digital communications on a weekly basis which supports the agreed communications strategy
- Post social media content across a range of platforms, utilising existing systems for pre-planned and topical themes
- Produce engaging video content for social media
- Monitor engagement with Cruse Scotland social media and website to inform future digital communications planning
- In liaison with staff and volunteers, produce copy for blog posts, leaflets and publications
- Provide opportunities for colleagues to participate and support our external communications
- Contribute towards the ongoing development of Cruse Scotland's website and updating of content
- Field media enquiries and generate publicity about Cruse Scotland's work in collaboration with the wider team, drawing on their expertise
- Create and circulate press releases as required
- Copywriting and proof-reading of documents
- Championing the brand: Ensure Cruse Scotland's brand guidance and house style is adhered to at all times, internally and externally
- Recruitment and supervisory responsibility for communications and marketing volunteers and interns as required
- Attend and report to quarterly meetings of Fundraising & Communications Committee
- Attend online fortnightly staff meetings (alternate Wednesday mornings)
- Undertake any other duties or tasks which may be reasonably considered within the remit of the post

# Person Specification and Profile

Skills and Qualities	Essential	Desirable
Excellent copywriting, editing and proof-reading skills with high level of attention to detail and accuracy	✓	
Good team working skills	✓	
Excellent communication skills	✓	
Ability to work on own initiative	✓	
Excellent organisational skills with the ability to deliver on competing deadlines	✓	
Ability to prioritise workload and use initiative, working autonomously	✓	
Skilled use of Microsoft Office and Outlook	✓	
Able to work occasional evenings and weekends		✓
Experience		
Co-ordinating, planning and prioritising tasks to meet tight schedules and deadlines	✓	
Up-to-date knowledge of current marketing trends, particularly digital	✓	
Experience of delivering effective communications - printed, web and social media	✓	
Effective use of social media to reach stakeholders	✓	
Experience of marketing in a non-profit organisation		✓
Experience of working with disadvantaged groups		✓
Experience of working within a communications /marketing discipline	✓	
Using digital and social media tools, applications and analytics	✓	
Video editing experience and skills	✓	
Experience of devising and implementing projects	✓	
Experience of working with volunteers and interns		✓