

JOB DESCRIPTION – GRADE 3
Fixed Term to 31 July 2020

Job Title

Communications & Marketing Officer

Accountability

The Communications Officer's day to day work will be supervised and line managed by the EVOC Deputy Chief Executive and through her/him will be accountable to EVOC Board.

EVOC Context

EVOC's purpose is to support, promote, develop and represent the third sector. We play a key role in supporting pioneering, new and innovative ways of working for third sector organisations and community groups that work in Edinburgh. EVOC actively promotes, participates in and contributes to partnership working between the voluntary, public, private and community sectors at a local and national level.

EVOC has set 5 strategic objectives 2016 - 2019. These objectives will be central to all potential developments, team and individual work plans.

1. Consulting, supporting and representing the Sector
2. Building the capacity of and developing the Sector
3. Developing partnership approaches, principles and practice
4. Providing improved services by supporting and developing our people
5. Being a high quality, effective and developing organisation

The post holder will work as part of the team to contribute to the delivery of EVOC's strategic objectives.

Communications Context

Communication is at the heart of and essential to EVOCs everyday business. The Communications Officer is available to the EVOC staff team, providing them with a platform to distribute their knowledge and expertise. The Communications Officer will use their expertise to support the various work streams, ensuring timely, accurate and reliable information is distributed in line with the Communication Strategy and Communications work plan.

EVOC strives to support and enable the third sector in Edinburgh and the Communications Officer plays a key role in helping EVOC to achieve this.

Job Role

Working to update and implement the EVOC Communications Strategy and delivery plan, the Communications & Marketing Officer, will develop and produce engaging marketing and communication content and materials to promote EVOC. These materials would be targeted at a range of existing and potential stakeholders, both internally and externally.

Using a range of printed materials, newsletters, publications, social media, adverts, and other materials, the role will work to help deliver EVOCs mission, vision and strategic objectives. The technical aspects of the role will be supported by other EVOC staff members/External Contractors.

Main Responsibilities

- Through regular liaison with the Deputy Chief Executive and wider EVOC team, contribute to the collection, collation and distribution of accurate, current and relevant resources, information and materials to support the work of EVOC and enable reporting
- Manage (create/edit/maintain) articles, blogs, news items, training courses, pages etc. on the EVOC, Edinburgh and Lothian Trust Fund (ELTF) and Edinburgh Compact Websites
- Support specification and development/delivery of content on EVOC's refreshed website
- Manage/deliver day to day website content
- Edit and publish content in various EVOC and Edinburgh Compact Newsletters
- Maintaining content schedules and four weekly communications work plan
- Manage and schedule (create, edit and maintain) content across various social media channels that EVOC and Edinburgh Compact use
- Develop and deliver products and a communications plan around the Community Led Support initiative as a ring-fenced one day per week piece of work, in partnership with the Edinburgh Health & Social Care Partnership
- Improve and deliver good internal communications
- Create and maintain list of contacts, newsletters and information sources across the Edinburgh third sector
- Prepare press releases, conduct interviews with stakeholders etc. in liaison with senior members of staff

Knowledge and skills

Specific knowledge and skills required include:

- Experience of working with Wordpress
- Strong IT skills across the major Office packages
- Ability to self-manage workload and deadlines

- Manage content planning and production
- Experience of managing social media strategies and social media management tools
- Experience of working with Mailchimp
- Strong writing and research skills
- Ability to write for different mediums such as online, print etc.
- Good attention to detail
- Team building and team working skills
- Planning skills
- Experience of basic video production is desirable but not essential

Please note EVOC is currently undergoing a rebranding process and the successful candidate will be required to join this process midway through.