

Job Description

Title	Digital Communications Assistant
Line Manager	Fundraising Manager
Line Manages	No line management.
Reference	LTU044
Salary	£9.90 per hour.
Location	Calman Cancer Support Centre, 75 Shelley Road, Gartnavel Complex, Glasgow G12 0ZE
Contract	Fixed: 26 weeks
Hours	30 hours per week,
Annual Leave	35 days annual leave (pro-rata)

About Cancer Support Scotland:

For forty years, Cancer Support Scotland have helped people **live well with cancer**. Our purpose has always been to help people cope with what cancer means to them, in a way that works for them.

We are here for anyone affected by cancer, whether they are a person with cancer, a carer or loved one. Our wellbeing services range from professional one-to-one counselling, complementary therapies, stress management and podiatry, to simply offering a tranquil place to collect your thoughts with a cup of tea.

Requirements for this role

This vacancy is only available through No One Left Behind LTU programme. All applicants **MUST** be resident in Glasgow, aged 25 years plus and 12 months or more out of work and not in education or training and who would, without significant investment, struggle to secure/sustain employment and experiencing additional barriers to securing employment e.g. carer, BAME, disability etc.

The Post:

The purpose of this role is to develop dynamic and engaging content for different target audiences including supporters, donors, the media and those who may use our services. This role will reach across the whole organisation.

Key Responsibilities

- To actively seek new stories and opportunities to raise awareness across our digital platforms from the wider team including services and fundraising.

- To support the development of content for our webpages and social media platforms (Twitter, Instagram, LinkedIn, TikTok and Facebook) always keeping information up to date and following online trends.
- Ensure social media posts are scheduled in a timely manner including promotion of relevant national days or cancer awareness months.
- To review and provide monthly reports from insights and analytics across all social platforms and use this information to make informed decisions about future content.
- To help develop monthly newsletters to our supporter base.
- Ensure all communications work protects the reputation of Cancer Support Scotland and promotes our brand, values, style and key messages

General Responsibilities

- To ensure day to day operations such as monitoring, evaluating and reporting are of our communications work is carried out to a high standard.
- To ensure all key contacts are kept up to date within our online database
- To liaise with relevant staff and outside agencies as required
- To attend internal and external meetings as required
- To operate within the policies and procedures set out by the organisation
- Any other duties that are required and relevant to this role

Personal Specification

	Essential (E) / Desirable (D)	Assessment Method
Qualifications	<ul style="list-style-type: none"> • Good level of English and IT skills (E) 	<ul style="list-style-type: none"> • Application
Experience	<ul style="list-style-type: none"> • Experience of working in a communications environment (D) • Experience of working with and creating content for digital and social channels (E) • Experience of using online content management systems, email marketing tools, creative software and Customer Relationship Management Systems – (E) • Experience of meeting and measuring key performance indicators. (D) • Experience of working to brand guidelines and style guides (D) • Experience of communications project planning, including social media campaigns (D) • Experience of engaging with the media (D) • Experience of working effectively in a team and leading on own initiative (E) 	<ul style="list-style-type: none"> • Application • Interview
Skills	<ul style="list-style-type: none"> • Excellent organisations skills, including ability to manage multiple tasks and projects (E) • Creative thinker with a great eye for a story (E) • Excellent written, oral and social media communication skills (E) • Ability to work on own initiative and to meet deadlines (E) • Ability to problem solve and find creative solutions (E) • Attention to detail and to seek the highest standards (E) 	<ul style="list-style-type: none"> • Application • Interview

Competency

Competency	
Collaborating	Ability to adapt
Non-Judgemental	Achieving Excellence

How to apply

You can apply by completing the application form and returning to recruitment@cancersupportscotland.org or posting to Calman Centre, 75 Shelley Road, Glasgow, G12 0ZE. Applications must be received by 14th September, 12noon.

The successful applicant will be expected to start on the 3rd October 2022.