



## Job Description and Person Specification

<b>Job title:</b>	Marketing & Communications Assistant
<b>Hours of work:</b>	37.5hrs per week
<b>Salary:</b>	£24,300 - £27,912 depending on experience
<b>Holidays:</b>	37 days (inclusive of public holidays)
<b>Benefits:</b>	Flexible working and TOIL Policy • Equipment provided for working from home (laptop, phone etc.) Opportunities for continuous learning and development • Enhanced sick pay • Enhanced Maternity Benefit • Death in Service benefits • Employer pension (3% employee/6% employer or 4% employee/7% employer) • Cycle to Work Scheme • Recognition agreement with UNISON
<b>Location:</b>	Hybrid (Edinburgh/Working from Home)
<b>Reports to:</b>	Marketing & Communications Manager
<b>Closing Date:</b>	5pm Monday 21 August

## About Waverley Care

**Scotland is on track to be one of the first countries in the world to achieve zero HIV transmissions, and Waverley Care will play an essential role in getting us there.**

A positive HIV diagnosis still has the power to knock people off their feet and impact every part of their lives. People living with HIV still carry the burden of decades of discrimination and misinformation about HIV. HIV is treatable, but the stigma and shame surrounding HIV holds people back and makes it different to other life-long conditions. Stigma and the fear of an HIV diagnosis still prevents many people at risk getting a test and knowing their status.

Our vision is for a Scotland where no one faces HIV alone, we will achieve this by fighting stigma and empowering people living with HIV to live full and healthy lives.

Waverley Care is Scotland's leading HIV and hepatitis C charity, and everything we do is guided by the experiences of the people we work with – this ranges from shaping the services we deliver through to how we influence national policy around sexual health and blood borne viruses.

We are at an exciting point in our history as we strive to reach the goal of zero transmissions by 2030. We are in the second year of an ambitious strategic plan, and we are investing in digital transformation, communications and policy, and we have aims to significantly increase our fundraising to invest in strengthening our support and prevention work across Scotland.

There is much work to be done, but as an organisation we are driven to create lasting change for everyone in Scotland living with, or at risk of HIV or hepatitis C.

You can find out more about the work we do at our website [www.waverleycare.org](http://www.waverleycare.org).



## About the post

This is a newly created role to support the growing work of the Communications and Policy team with Waverley Care. It's an exciting time to join the organisation in the wake of a successful rebrand and launch of a newly redeveloped website for the organisation. We have also just recently launched a new national campaign, #GetToZero, designed to show everyone in Scotland how they can play their part and help us get to zero new HIV transmissions by 2030.

This year is also the first year since Covid that we have a full schedule of outreach and engagement events like Prides across the country, and we will be out in force fundraising over the Edinburgh Fringe as we are the charity partner for the Pleasance Theatre Trust.

We are a growing and ambitious charity with a focus on ensuring we meet the 2030 target whilst also making sure that everyone in Scotland living with HIV or hep C gets the support they need.

This role will have a chance to get involved in every aspect of our marketing, communications and policy work and will also work closely with our colleagues in the fundraising team. It is an excellent opportunity for someone looking to establish a career in the third sector.

## About the person

We are looking for a highly engaged, creative, and motivated colleague who can bring the following attributes to the role:

- Exceptional organisational skills with an eye for detail.
- Excellent copywriting skills and experience of professional use of social media.
- Proactive working style and the ability to bring out enthusiasm for our work in others.
- Works well within a team with the ability to develop strong working relationships across a range of teams and stakeholders.
- Committed to continued professional development.
- Interested in our work and the life changing impact it has.

## Responsibilities and duties

### Marketing, Communications & Policy

- Ensure our annual calendar of events is kept up to date, whilst also proactively seeking new opportunities for us to increase our profile.
- Gather, produce and support with management/scheduling content where appropriate for various comms including email updates/newsletters, social media, website, performance reports.
- Creation of designed assets for use on social media and website in line with brand guidelines

- Support with the creation, management, and evaluation of all paid social media advertising.
- Monitoring of local, national and international media for articles relating to Waverley Care and/or relating to our cause for possible content on social media
- Support the upkeep of the Waverley Care website, ensuring that webpages are updated and news and events on the website are relevant and engaging.
- Responsible for ensuring that the staff intranet is up to date and news and events sections are kept up to date.
- With support from the Marketing and Communications Manager, lead on the co-ordination of Waverley Care's presence and key events such as Prides and World AIDS day activities
- Provide support to colleagues within the team running engagement events or focus groups.
- Providing support with desk research relating to our policy work.
- Maintain a close working relationship with the fundraising team by supporting with content creation for social media and communications with supporters and providing assistance at events.

## **Administration**

- Supporting with financial administration for the team, for example sending invoices to our accounts team and keeping our spend tracker up to date, record keeping of sessional staff hours.
- Management of all Waverley Care branded inventory, including print materials and merchandise.
- Distribution of Waverley Care health promotion materials both print and digital to locations across Scotland e.g. sexual health clinics
- Ensuring that each Waverley Care office has a steady stock of printed and promotional items.
- Oversight of the shared Communications e-mail inbox, ensuring that queries are logged and responded to efficiently.
- Leading on the migration of policy related stakeholder information from excel to an online CRM system.
- Ordering print & merchandise ensuring value for money.
- Booking meeting rooms and venues for events as and when required.

## Person Specification – Marketing & Communications Assistant

<b>Skills and Experience</b>	Essential	Desirable
At least one year's experience working in an online or in-person office environment carrying out an administration and/or marketing and communications role	X	
Experience of working in the not-for-profit or public sector		X
A confident user of Microsoft 365 in particular Word, Excel, Outlook and Teams	X	
Experience of sourcing print and working with suppliers		X
Excellent written communication skills and the ability to create impactful and engaging content that is appropriate for the target audience/channel used	X	
Experience of using website content management systems		X
Experience of managing paid for advertising on social media		X
Intermediate design skills using cloud-based platforms e.g. Canva	X	
Experience of updating SharePoint sites		X
Experience of co-ordinating outreach and engagement opportunities	X	
Comfortable in the use of e-communications systems such as MailChimp or Dot Digital		X
Ability to work to tight deadlines while paying attention to detail	X	
<b>Values &amp; Behaviours</b>	Essential	Desirable
Able to take a pro-active, creative and solution focused approach	X	
A team player with the ability to develop good working relationships with staff, service users and partners	X	
Self-aware, courteous and respectful of service users and colleagues	X	
Able to take a high level of personal responsibility, with strong problem solving skills	X	