

Role Profile

Title	Marketing and Communications Manager
Location	Edinburgh or Glasgow
Salary	£27000-£34000
Hours	37.5 hours week
Leave	28 days plus 9 public holidays
Report to	Director of Development
Apply	Apply with CV and 2-page covering letter to john.halliday@communityrenewal.org.uk Deadline 10am 6 May 2019.

Introduction

Community Renewal is a charity at the cutting-edge of new ways of working towards a Scotland without poverty. We are seeking an experienced, skilled and energetic Marketing and Communications Manager join us in a new role.

Our frontline work in a number of Scotland most deprived neighbourhoods transforms the lives of vulnerable people every day. We work with workless young people, isolated older people, people suffering mental health problems, ethnic minority groups: whatever their need, we are welcoming, we listen, then we stick with them for as long as it takes.

If you haven't heard about the amazing work we do, it is because we are just starting to develop our marketing and communications to really tell our story and the story of people in our communities without a voice whom we support to fulfill their potential. We need you to inspire our audiences, lead us to new opportunities and give the people we support a voice.

We are looking for confident candidates with a number of years' experience managing multiple channels for businesses and creating engaging content in a target driven environment. Social media and digital strategy and implementation experience is essential. Your objective will be to develop and deliver campaigns which allow us to: influence policy and increase numbers of people in poverty engaging our employability, wellbeing, funeral poverty, and community development services.

This role will be part of the small and dynamic core team and will be a member in our Project Leaders group. Community Renewal is an equal opportunities employer with a long track record of flexibility, support and training for our valued staff.

About Community Renewal

Community Renewal is a registered charity and group of social enterprises established in 2003 working to build community, improve quality of life and alleviate poverty by engaging people and supporting them to achieve sustainable employment, improved health and to become more involved in their community. We see first-hand every day the transformation we make to communities and people's lives.

Community Renewal Trust provides holistic services focussed mostly in the neighbourhoods of Muirhouse, Bingham/Magdalene and Govanhill. In Govanhill we work mostly seek to support disadvantaged members of the Roma community. In each of these communities we provide employment support, health/wellbeing, and community development. We think the most important element of a supporting relationship is to listen because deep-down people we support already know what is required to improve their lives and their neighbourhoods if they are helped so they can make it happen. We are funded through contracts and grants for projects by Local Authorities, Scottish Government, health bodies and large grant givers (e.g. People's Health Trust and Big Lottery).

We describe ourselves as a learning organisation - a place to innovate and test. We are national thought-leaders in community engagement, case management and integrating services at a neighbourhood level. We strive to create greater awareness among policy makers, commissioners/funders and partners. We seek to reach and empower more individuals in our communities.

We have recently developed two exciting new services which will form a significant part of the Marketing and Communications Manager role, an employment support programme (Next Step) and a funeral poverty social enterprise (Caledonia Cremation).

Community Renewal are leading Next Step a brand new multi-million pound partnership launching in Edinburgh to support thousands of families facing poverty due to short-term and under paid work (e.g. working in the gig economy). We will be able to help improve their working conditions and get them into Scottish Living Wage jobs. This is one of the biggest projects ever in Scotland to support people experiencing in work poverty. Raising awareness and understanding of this new service among our target audience will be essential to our success.

In February 2018 Community Renewal launched Caledonia Cremation, an initiative to tackle funeral poverty. This new social enterprise has recently won the New Social Enterprise of the Year UK Award. A subsidiary of Community Renewal, it is Scotland's only not-for-profit funeral directors and covers mainland Scotland from a base in Hillington, specialising in simple, dignified and caring direct cremations. Every five minutes in the UK another family falls into thousands of pounds of funeral debt because costs have been spiraling so the average cost is now over £4000. We provide a national funeral poverty advice line and a cheaper but dignified alternative for hundreds of bereaved families each year. Caledonia Cremation has a basic marketing strategy but more work is needed to increase our market share, better inform others about our work, and launch crowd-funding campaigns.

Role and Objectives

There will be a role to support the CEO and Director and Development to continue to develop our marketing strategies. The day-to-day responsibilities within this role will span across three key areas of our work, focusing on external communications and marketing within:

1. Marketing and Communications for Community Renewal Trust (approx. 40% of role)

- Create, plan and deliver an effective content calendar on a range of social media and digital channels aimed at raising awareness/understanding and influencing policy makers, commissioners, funders and potential partners.
- Develop systems and relationships to create case studies of people and communities we support.
- Produce copy for communications materials and PR.
- Lead on marketing materials (such as fliers, pop-up stands, business cards, brochure etc) including basic budgeting and managing external suppliers.
- Work with local teams of Community Renewal staff to help them improve the impact and reach of any neighbourhood social media channels they manage locally for community engagement.
- Manage, update and re-skin our website including managing any contracts with external agencies who provide website support.
- Manage lists of contacts (e.g. partners, funders, policy makers, commissioners) with whom we may wish to share marketing materials
- Test crowd-funding campaigns or fundraising activities as a way to increase donations to our charity.
- Bring ideas, insights and expertise into collaborative discussions with local teams and senior management about how to improve marketing/communications.

The key targets are: a) increased numbers of policy makers and commissioners/funders understand Community Renewal; and b) a small but growing number of donations from public are received for Community Renewal activities from public; c) more local partners and community members are engaging with Community Renewal online (e.g. using social media).

2. Marketing and Communications for new employment service, Next Step (approx. 40% of role)

- Set up and manage a range of appropriate social media channels for this brand new service
- Create, plan and deliver an effective content calendar on a range of channels
- Manage a contact database for direct marketing with potential clients.
- Update website content (minor updates only - website will already launching April 2019)
- Test opportunities in digital advertising for the service (including but not limited to GoogleAds)
- Manage printing of marketing materials such as fliers, pop-up stands, business cards etc.
- Produce copy text for PR and communications

The key targets is increased numbers of eligible people who are already in-work or are recently unemployed contacting the service for support after seeing online/offline marketing

3. Marketing and Communications for Caledonia Cremation (approx. 20% of role)

- Work with key staff members to source and develop case studies to communicate our impact
- Create, plan and deliver an effective content calendar on a range of social media channels
- Update Caledonia Cremation website content (minor updates only).
- Test and continuously improve Caledonia Cremation digital advertising (including GoogleAds)
- Manage printing of marketing materials such as fliers, pop-up stands, business cards etc.
- Manage contact database and for direct marketing with potential/past customers.
- Produce copy text for PR and other communications (e.g. advertorials).

The key targets are: a) increased monthly (non-bounce) website users sourced from paid-for adverts and social media; b) increased value of donations from public received for Caledonia Cremation; and most importantly c) increased numbers of funerals by Caledonia Cremation linked to marketing/communications activities. It is essential that all work is aligned to our existing strategy and brand language, and is dignified and well-conceived due to the sensitive nature of this sector.

Additional accountabilities

You will be part of our Project Leaders group which meets regularly in Glasgow, Edinburgh and elsewhere to collaborate and improve our operations and development.

We use a 6 month probation period for new staff.

The role will be based in either Govan or Muirhouse (as preferred by the post-holder). There will be travel required to other locations for meetings. We have offices in Govan, Govanhill, Muirhouse, Hillington, Ardrossan, and Bingham and plan to open offices in Central/West Edinburgh.

There may be some flexibility about working hours however the vast majority of work should take place within 9am-5pm weekdays. We are open to the post holder working condensed hours/4 day week. Please note that some communications activities (e.g. social media posting) will be required outside of normal working hours and some flexibility will be required around this, although it will be planned in advance.

You will ensure that Community Renewal's policies and procedures are implemented consistently in all offices including Health & Safety, Data Protection, and Equalities.

You will conduct any other duties as required by the Senior Management.

Additional background information

Key marketing/communication assets Community Renewal and Caledonia Cremation have in place already:

- Branding guidelines and associated imagery.
- Facebook pages for each of four neighbourhoods and two for Caledonia Cremation. These are currently managed by local teams with limited impact.
- LinkedIn company pages for Community Renewal and Caledonia Cremation with very limited impact.
- A new brochure including improved corporate brand identity.
- Community Renewal website which needs updating and re-skinning.
- Caledonia Cremation website.
- Existing branded marketing materials (e.g. banners, signage, fliers).
- New branded marketing materials specific to our new employment support contract in Edinburgh launching April 2019.
- For Community Renewal Trust we in the process of developing an overall communications strategy including relationship management strategy.
- For Caledonia Cremation we have a marketing strategy and a monthly marketing budget for GoogleAds which has been set up by external partners with limited internal expertise.
- Now Donate crowdfunding platform linked to Caledonia Cremation and Community Renewal webpages.

We do not require this role holder to have extensive experience building or designing websites or high level graphic design, however, experience overseeing relationships with external agencies, and a confident understanding of both areas, is essential. As a small charity, we work with agencies for large, complicated projects but not everyday communications or delivery.

Please note that there are no direct reports or other Marketing and Communication posts in the organisation.

Role Requirements	
Essential Experience	<ul style="list-style-type: none"> • Experience managing and creating effective, engaging content on social media (including Facebook) for businesses. • Experience copywriting, copy editing and proof-reading for communications, PR and/or marketing purposes. • Evidence of making a significant impact by personally using marketing/communications to raise sales, users and/or influence for an organisation. • Experience updating website content (e.g. Wordpress Content Management) • Experience of digital response campaigns, direct marketing, or other follow-up campaign activities to achieve sales/action among people who have signed-up.
Desirable experience	<ul style="list-style-type: none"> • A combination of experience working in a target driven marketing/communications environment within businesses and third sector • Experience using basic graphic design (e.g. canva.com) or more advanced design software (e.g Adobe) to design social media posts or offline marketing materials. • Experience working with direct marketing campaigns (e.g. emails/letters) • Experience creating, managing and optimising digital advertising (e.g. GoogleAds, Facebook Ads). • Experience creating photos/videos for marketing purposes. • Experience managing external suppliers (e.g. printers or designers) • Experience designing, building and editing Wordpress websites ideally including basic knowledge of PHP editing. • Experience planning, launching and managing communications for crowd-funding or community fundraising campaigns.
Desirable Qualifications	<ul style="list-style-type: none"> • Educated to Degree level or equivalent is desirable but not essential depending on experience. • Evidence of marketing, communications or PR qualifications and training are especially desirable. • A driving licence (with own vehicle) will be helpful for you to travel between offices.
Essential Knowledge / Aptitude	<ul style="list-style-type: none"> • Excellent ICT skills • Excellent literacy including ability to write accurately and ensure work is proof-read. • Ability to design creative marketing and write creative content. • Ability to write tactful and dignified content around sensitive subjects (e.g. funerals). • Demonstrable understanding of how to create effective social media content. • Demonstrable understanding of principles from a range of marketing theories/concepts. • Demonstrable knowledge of best-practice in marketing and communications. • Ability to manage time across several projects. • Ability to align activities with an existing strategy. • Commitment to continuous professional development. • Ability to professionally represent the organisation at meetings and events. • Able to demonstrate a strong commitment to values and vision of Community Renewal, social justice, equality of opportunity and challenging discrimination. • Self-confidence, and able to display an optimistic outlook whilst remaining results orientated, flexible, adaptable, with a 'can do' attitude • Motivated, reliable, responsible and able to work under pressure and to tight deadlines. • Ability to manage time effectively; work to deadlines, and the ability and willingness to work outside normal hours when necessary