Communications and Marketing Manager

Recruitment Pack

November 2017
Hello,

Thank you for taking the time to explore this exciting post of Communications and Marketing Manager with Scripture Union Scotland.

Our vision is, “to see the children and young people of Scotland exploring the Bible and responding to the significance of Jesus”.

The role of Communications Manager involves working across the organisation with the aim of ensuring that our communications at all levels are aiming for excellence and relevant to a large variety of audiences.

The role will involve supervising the Communications Assistant and developing excellent working relationships with a variety of staff whose roles involve aspects of communications. Through this you will have the opportunity to develop and make a key difference within Scripture Union Scotland.

Please read the advert, job description, person specification and terms of employment for this role. If you have further questions and you would like to talk informally, please do get in touch - I’d be delighted to discuss the role further.

With kind regards,

Jackie Ringan
Director of Development (Recruiting Manager)
Tel: 0141 352 7622 (Glasgow)/0131 445 9911 (Edinburgh)
Email: Jackie.Ringan@suscotland.org.uk
Communications and Marketing Manager

Milton Street Office, Glasgow

Salary £24,557 - £26,393
Plus generous pension scheme

Scripture Union Scotland is a registered charity that helps children and young people in Scotland to explore the Bible and respond to the significance of Jesus for their lives. Our activities focus mainly on children and young people in the setting of schools, residential events and churches.

The role of Communications and Marketing Manager is an exciting and demanding role supporting the whole organisation through high quality, engaging and effective communications. You will be responsible for continuing to develop a digital communications strategy with a particular emphasis on strategy for young people.

Proven experience in a communications role, as well as first class written and verbal communication skills are essential. You will be flexible and collaborative in your approach while retaining a clear vision for what the desired outcomes are. You will be motivated by the opportunity to work in a busy environment and want a new challenge where you will have the opportunity to use your own initiative, develop new ideas, be creative, proactive and make a difference.

For this post, it is important that you are committed to SU Scotland’s ethos, working principles and vision and are able to demonstrate this through your commitment and motivation. It is also an Occupational Requirement (Equality Act - part 1, schedule 9), that the post-holder is a committed Christian. Appointment will be subject to a satisfactory PVG Scheme Disclosure.

More information and an application pack can be downloaded from our website: www.suscotland.org.uk/jobs

Alternatively you can email vacancies@suscotland.org.uk or call us on 0141 352 7634.

Closing date: 13th December 2017
Interview date: 20th December 2017

Scripture Union Scotland is an equitable employer and operates a child protection policy. Scottish Charity No. SC01122
JOB TITLE: Communications & Marketing Manager

LOCATION: Glasgow Office, 70 Milton Street, Glasgow

REPORTS TO: Director of Development

SUPERVISION OF: Communications Assistant

CONTRACT TERM: Full Time, Permanent

PURPOSE: To help ensure SU Scotland communicates effectively with its diverse range of audiences, including children and young people, schools, parents, volunteers, supporters, church leaders, the media, potential customers and the general public.

WORKING RELATIONSHIPS
INTERNAL: Communications Assistant; Support Development Manager; Centre Directors; Holidays Manager; Leadership Team (CEO and Departmental Directors); Volunteers Manager; IT Manager; Regional Team Leaders; SU Holidays Digital Marketing Co-ordinator and other colleagues with requirements for communications support,

EXTERNAL: SU Scotland’s Magazine editor; design, print, mailing and advertising agencies; web developers; Media Consultant

MAIN TASKS AND RESPONSIBILITIES
EXTERNAL OUTCOMES
1. A dynamic digital presence
   - Develop a coherent digital strategy and monitor digital communications, ensuring that SU Scotland’s ethos and values are communicated appropriately
   - Manage SU Scotland’s corporate website through:
     ➢ editorial oversight and authoring content
     ➢ training/supporting others in maintaining the site
     ➢ working with web developers to enhance functionality of the site
     ➢ tracking, interpreting and reporting on analytics
   - Manage, monitor and develop SU Scotland’s presence on relevant social media platforms and provide support and training for staff using social media in their roles
   - Research, consult and implement new digital trends
   - Manage the production of the monthly e-newsletter to supporters
   - Assist with the creative development of other SU Scotland websites
• Work with the @SU editor and Director of Development to develop content for the Annual Review microsite and work with others (design agency and web company) to refresh annually
• Ensure digital platforms are updated with appropriate written, visual and audio content and that communications channels are integrated

2. Engaging printed materials
• Work with colleagues and @SU editor to produce @SU magazine and prayer news, appeals and other publicity/promotional materials, ensuring quality, consistency and compliance with branding guidelines across the organisation
• Advise colleagues on liaison with design / print suppliers and help ensure a high degree of consistency and feel across publications, especially those with a national distribution
• Ensure SU Scotland’s tone of voice, ethos and values are reflected appropriately in printed materials

3. Inspiring exhibitions, displays and events
• In conjunction with the Support Development Manager co-ordinate SU Scotland’s presence at conferences and exhibitions
• Take a prominent role in the planning, communication and marketing of SU Scotland events for supporters, volunteers, young people and the public

4. Effective marketing leading to increased levels of ministry activity and income
• Provide marketing support, in conjunction with the SU Holidays Digital Marketing Coordinator, to the Holidays Manager in relation to the website, brochure and other promotional activities
• Work with colleagues based at SU Scotland’s residential activity centres to help ensure effective marketing of residential breaks to schools, churches and other relevant organisations and effective use of social media and the centres websites.
• Work with the Support Development Manager to implement initiatives for growth in numbers of SU supporters.
• Work with the Volunteers Manager to ensure print and digital communications to volunteers are of a high standard and provide support in the marketing of volunteer opportunities

5. Effective communication with youth and young adults
• Develop a youth communications strategy which reflects the different areas of SU Scotland ministry as well as supporting current strategy plans
• Ensure volunteer and staff policies on communication with young people are reviewed regularly, encourage the highest standards and embrace new technology appropriately
• Enable staff to use digital platforms well in communicating ministry opportunities to young adults and teenagers

6. Increased profile for SU Scotland in the media
• Be alert to opportunities to promote the work of the organisation in the media
• Develop effective communication with SU Scotland’s Media consultant
• Involvement in the creation of SU Scotland’s response to media interest alongside SU Scotland Leadership team and Media consultant

INTERNAL OUTCOMES
7. Participation in the spiritual life of SU Scotland
   • Attend meetings to hear about SU Scotland’s work and spend time in prayer together
   • Lead or participate in weekly staff times of prayer and biblical reflection
   • Attend the annual Staff Conference (usually 3 days) and team gatherings to come together to depend on God and deepen relationships

8. An effective Communication and Marketing strategy for SU Scotland
   • Support the Chief Executive and Departmental Directors in developing SU Scotland’s strategy for communications and marketing and take a lead role in its implementation
   • Collaborate across the organisation to produce an annual communication and marketing plan and support others with implementation
   • Monitor, analyse and report on marketing and communications initiatives and activities

9. Data protection and the effective, strategic use of SU Scotland’s central database
   • Work with relevant colleagues to maximise the functionality of SU Scotland’s central contacts database, including increasing efficiency of major mailings
   • Ensure organisational compliance of data protection policy and support the IT manager in implementation
   • Coordinate and lead communication, consultations and review of data protection procedures across the organisation and ensure policies are updated regularly

10. Availability of stories, photos and videos illustrating SU Scotland activities
    • Capture SU ministry stories/testimonials for use in communications
    • Coordinate and expand SU Scotland’s photo and video library for use in print or online
    • Help coordinate production of videos and photography covering all ministry activities
    • Regularly review SU Scotland’s Photo and Video Policy and monitor compliance

11. Communications budget holder
    • Create an annual budget and ensure communications functions operate within approved budget levels
    • Identify aspects of communications that may attract external funding and work with support development colleagues to ensure grant applications are made

12. Support raising
    Each member of the SU Scotland staff team is involved in support raising and contributing to our current strategy focus of “grow the team”. Support Development staff will resource you for this task and your line manage will agree an action plan with you that reflects the nature of your role. Time is set aside as part of the working week for these tasks. Action plans may include:
• personal approaches to potential donors and prayer supporters to invite
  them to partner in your ministry
• regularly updating your action plan and keeping a track of tasks
  undertaken
• regular communication with existing prayer and financial supporters to
  ensure they are well-informed and their contribution appreciated
• being aware of volunteering opportunities and promoting these as
  appropriate

13. Other responsibilities
• be committed to a high level of teamwork within the department, wider
  organisation and amongst volunteers
• network with counterparts fulfilling similar roles with other charities
• be committed to a collaborative approach with projects, ensuring that
  communication with internal and external stakeholders is of the highest
  standard

14. In common with all SU Scotland staff members
• further the aims and objectives of SU Scotland
• undertake personal development through active participation in annual
  work reviews, supervision and internal or external training as required
• participate in SU Scotland activities where appropriate
• demonstrate commitment to the SU Scotland ethos, vision, values and
  work practices, and the wider ministry of SU in Scotland and beyond

Occupational Requirement
An Occupational Requirement applies in terms of the Equality Act (part 1, schedule
9). This post requires the occupant to have a personal faith in Jesus Christ as
Saviour and Lord and to believe the Bible to be fully trustworthy, in all that it
affirms, and the highest authority for faith and life in keeping with SU Scotland’s
statement of faith. These principles require to be applied alongside the
professional skills required in this role.

Appointment will be subject to a satisfactory PVG Scheme Disclosure.

The above list is intended to give an indication of the range of duties for the role.
Other tasks/responsibilities, appropriate to the remit, will be expected as
required.

Last updated: October 2017
## Communications and Marketing Manager

### Person Specification

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<th>CRITERIA</th>
<th>ESSENTIAL</th>
<th>DESIRABLE</th>
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<tr>
<td><strong>Work Experience/Skills</strong></td>
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<tr>
<td>Excellent written communication, presentation &amp; editorial skills</td>
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<td>Ability to demonstrate strong creative approach to projects</td>
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<td>Previous experience of using a website CMS and writing copy for websites</td>
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<td>Strong co-ordination and administrative abilities</td>
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<td>Highly computer literate, skilled in software packages including Word, Excel, PowerPoint and Mailchimp email communication and marketing tool</td>
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<td>High level of digital literacy and experience of managing social media platforms</td>
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<td>Knowledge of data protection law</td>
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<td>Flair for graphic design and familiarity with DTP package(s)</td>
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<td>Experience in an editorial capacity involving commercial publications and / or literature.</td>
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<td>Previous experience of dealing directly with the media</td>
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<td><strong>Education</strong></td>
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<td>Degree-level qualification or equivalent</td>
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<td>Qualification in marketing / communications</td>
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<td><strong>Social</strong></td>
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<td>A practising Christian whose lifestyle is in keeping with SU Scotland’s ethos and statement of faith. Must enjoy the confidence of his or her church fellowship.</td>
<td>✓</td>
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<td>Able to undertake occasional evening and weekend duties</td>
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<td><strong>Aptitude</strong></td>
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<td>Ability to build excellent working relationships internally and externally with good influencing and diplomacy skills</td>
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<td>Ability to represent the organisation in a professional manner</td>
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<td>Ability to assess information and produce objective and analytical reports</td>
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<td>Project management skills to enable delivery against multiple tasks at any one time</td>
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<td>Demonstrates commitment and drive</td>
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<td>Ability to be self-motivated, collaborative and an adaptable team player</td>
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<td><strong>Other</strong></td>
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<td>Own transport and a full current driving licence</td>
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<td>Able to demonstrate knowledge and understanding of Scripture Union Scotland</td>
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COMMUNICATIONS AND MARKETING MANAGER
TERMS AND CONDITIONS OF SERVICE

1. HOURS
The post is full-time, working 37.5 hours per week, subject to variation in accordance with the fulfilment of your responsibilities and by agreement with your line manager.

2. CONTRACT DURATION
The post is permanent.

3. PROBATIONARY PERIOD
The first six months of your employment will be probationary. Your performance will be reviewed throughout this period. If your performance is satisfactory at the end of this period your appointment will be confirmed. The employer reserves the right to extend your probationary period.

4. TERMINATION OF EMPLOYMENT
During the probationary period the notice required to be given either by you or Scripture Union Scotland to terminate your employment is one week.

Except during the probationary period, the length of notice which you are obliged to give the organisation to terminate your employment is three months.

Except during the probationary period, the length of notice, which you are entitled to receive from the employer to terminate your employment, is one month until you have been continuously employed for five years. Thereafter you will be entitled to one week’s notice for each completed year of service up to a maximum of twelve weeks’ notice in total.

Your employment may be terminated summarily in the event of a breach of contract by you that warrants summary dismissal.

5. SALARY PACKAGE
Salary will be in the range of £24,557 – £26,393 depending on experience and qualifications. Salary will be paid in arrears on a monthly basis, on or before the 28th of each month.

6. PENSION ARRANGEMENTS
Scripture Union Scotland operates a Group Personal Pension Scheme for employees over 18 and under 75 years of age. An employer’s contribution of between 5% and 9% of total pensionable salary will be paid (the actual amount depending on your level of employee’s contribution).

7. LIFE INSURANCE COVER
Life insurance cover of three times your annual salary is provided, with the premium being paid for by Scripture Union Scotland.

8. HOLIDAYS
The holiday year runs from 1 April to 31 March. Annual leave entitlement for a full time post is 33 days paid holiday (this amount is inclusive of entitlement to local and national holidays). Annual leave entitlement will increase with length of service.
Possible next steps

• If you would like to explore whether God may be calling you to apply for this role, then:

  □ Contact Jackie Ringan for an informal, confidential discussion about the role – 0141 352 7622 (Glasgow)/0131 445 9911 (Edinburgh)
  □ Download the application and equal opps forms from our Website
  □ Email your completed forms to: vacancies@suscotland.org.uk

• Feel free to forward this pack to someone else you think may consider applying

Don’t forget

□ Closing date – 13\textsuperscript{th} December 2017
□ Interviews take place on 20\textsuperscript{th} December 2017

Thanks for your interest

www.suscotland.org.uk