



## Job Description

**Post:** Communications and Digital Marketing Officer

**Hours:** P/T – 26 hours per week

**Salary:** £26,250 (pro rata)

**Contract:** Fixed Term 2 years (with potential for extending should further funding be secured)

**Start Date:** ASAP

### Overview

GWT is the nationally recognised centre of excellence supporting the development and integration of intergenerational work across Scotland. GWT's vision is to live in a Scotland where different generations are more connected, and everyone has the opportunity to build relationships that help to create a fairer society. By intergenerational practice we mean projects, activities, or events where people of different generations who might not otherwise meet each other work together in positive and creative ways.

GWT secured funding from the National Lottery Community Fund for an exciting new project that aims to embed intergenerational practice across Scotland, England, and Northern Ireland. Starting January 2023, we are working in partnership with Apples and Honey Nightingale in London and Linking Generations Northern Ireland to deliver training, promote new quality standards, and recognise Intergenerational Hubs in communities across the UK.

### Overview of Post

This role will focus on promoting the work of the new project by shaping its communications and marketing strategy, building new connections, and growing its digital presence. Based with GWT, you will work collaboratively with the wider project team, and especially the Intergenerational Development Officers, in Scotland, England, and Northern Ireland. The successful applicant will have a crucial role in shaping and supporting the delivery of this new, high-profile project supported by the National Lottery Community Fund.

**Responsible to:** GWT Chief Executive Officer

### Responsible for:

1. Supporting the project team in the creation of a new communications and marketing strategy for the project.
2. Supporting the project team and Development Officers in Scotland, Northern Ireland and England to build connections and form new partnerships.
3. Building and growing the digital presence of the project and partners.
4. Collating evidence and providing administrative and logistical support.

## **Responsibilities:**

### **1. Supporting the project team in the creation of a new communications and marketing strategy for the project**

This will include activities such as:

- Developing an overall communications and digital marketing strategy and style for the team working closely with other members of GWT (including the Policy Officer).
- In collaboration with the project team, support and assist in the creation of new logos and brand guidelines.
- Designing innovative ways to engage users and attract new audiences.
- Initiating and issuing press releases approved by the wider partnership and advisory group.

### **2. Supporting the wider project team and Development Officers in Scotland, Northern Ireland and England to build connections and form new partnerships.**

This will include activities such as:

- Researching and connecting with new groups and networks across each country.
- Leading on the dissemination of key outputs from the project through a variety of different channels (e.g. community, practice, academia, government (local & national)).
- Providing communication support to the wider team for all events, training courses and network meetings (online and in person).
- Assisting Development Officers with the management of a new online network established for the project.

### **3. Building and growing the digital presence of the project and partners**

This will include activities such as:

- Planning and delivering marketing campaigns for the project's events both on/offline.
- Increasing the project and partners profile by responding to press enquiries, pitching proactive media stories, arranging interviews, briefing spokespeople, arranging filming and photography opportunities.
- Creating and maintaining new web content.
- Maintaining a regular e newsletter for the project using suitable tools (e.g. Mailchimp).

### **4. Collating evidence and providing administrative and logistical support**

This will include activities such as:

- Contributing to the organisation and promotion of key events, meetings and training.
- Collating and monitoring analytics from partner websites and social media sites, feedback and stories from projects to assist the partnership in writing funding and evaluation reports.
- Creating case studies and films for use on partnership websites and on social media.

### Personal Profile

	Essential	Desirable
<b>Job Related Skills</b>		
Experience in supporting and programming quality marketing campaigns across digital platforms.	√	
Experience in working at a community level	√	
Proven ability to work collaboratively in partnership with other professionals	√	
Excellent written, communication and visual storytelling skills, including briefings and report writing	√	
Experience in designing suitable social media content across multiple channels (e.g., Facebook, Twitter, YouTube, TikTok), including videos	√	
Proven ability to maintain and grow social media reach across multiple channels (e.g., Facebook, Twitter, YouTube, TikTok)	√	
Experience in using newsletter tools (e.g., Mailchimp)	√	
Experience in website content management		√
<b>IT and social media</b>		
Highly computer literate, preferably with strong working knowledge of Microsoft Office in particular Outlook, Word, and Excel	√	
Knowledge and experience of Intergenerational Practice and its potential impact for participants and communities		√
Good understanding of human rights approaches and a commitment to equality, diversity, and inclusion	√	
<b>Personal Qualities</b>		
Approachable and personable	√	
Commitment to working collaboratively across the organisation	√	
Strong attention to detail	√	
Flexibility to work irregular hours and undertake occasional overnight trips (with appropriate notice)	√	
Ability to work on your own with high degree of autonomy	√	



**Terms and conditions:**

**Hours of work:** 26 per week

**Location:** Glasgow (hybrid options available)

**Salary:** £26,250 (pro rata)

**Pension Contribution:** 8%

**Probationary period:** Six months

**Notice period:** Two months

**Expenses:** Travel and overnight expenses (if required) will be re-imbursed.

**Holiday hours:** 37 days per annum (includes public holidays and a personal celebration day).

An additional day will be awarded after each year of service up to a maximum of five.

**Applications should be sent to [Alison@gwt.scot](mailto:Alison@gwt.scot) by Sunday 18<sup>th</sup> June 2023.**

**Applications will be assessed as and when they are received. GWT reserve the right to bring the closing date and interview dates forward and recommend that you submit your application as soon as possible and not wait until the deadline.**

Interviews will be held on **Wednesday 28<sup>th</sup> June 2023 (in person at the Glasgow office).**