

# Communications and Marketing Manager

Recruitment Pack  
July 2019



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 and Marketing Manager will give you the opportunity to apply your faith as you work across the organisation with the aim of ensuring that our communications aim for excellence and are relevant to a variety of audiences.

The role will involve supervising the Communications Assistant, implementing a youth communications strategy and developing excellent working relationships with 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 as we help young people explore the Bible and respond to the significance of Jesus.

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*

Jackie Ringan

**Director of Development (Recruiting Manager)**

**Tel:** 0141 352 7622

**Email:** [Jackie.Ringan@suscotland.org.uk](mailto:Jackie.Ringan@suscotland.org.uk)

## **Communications and Marketing Manager**

**Milton Street Office, Glasgow**

**Salary £25,675 - £27,595  
Plus generous pension scheme**

Scripture Union Scotland is a registered charity with a vision to help the children and young people of Scotland explore the Bible and respond to the significance of Jesus. Our activities focus mainly on children and young people in schools, at residential events and in churches.

Our work is shaped by our vision and values of deepening relationships and dependence on God. We are committed to growing Christians who are equipped to use their God given gifts in enabling us see our vision realised. In this exciting post, you will do this by supporting the whole organisation through high quality, engaging and effective communication of the Christian faith from a position of personal belief. You will be responsible for continuing to develop our digital communications with, an emphasis on a strategy for young people.

Proven experience in a communications role, as well as first class written, verbal and digital communication skills are essential. You will be flexible and collaborative in your approach while retaining clear vision for desired outcomes. 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](http://www.suscotland.org.uk/jobs)

Alternatively you can email [vacancies@suscotland.org.uk](mailto:vacancies@suscotland.org.uk) or call us on 0141 352 7634.

**Closing date: 26<sup>th</sup> July 2019**  
**Interview date: 5<sup>th</sup> or 6<sup>th</sup> August 2019**

**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 use your God given gifts to enable SU Scotland's vision to be realised, by helping to ensure effective communication with a diverse range of audiences: children and young people, headteachers, parents, volunteers, supporters, church leaders, the media, potential customers and the general public. A specific focus of this role is to implement a youth communications strategy.

### **WORKING RELATIONSHIPS**

**INTERNAL:** Communications Asst; Support Development Team; Centre Directors; Holidays Manager; Leadership Team (CEO and Dept Directors); Volunteers Manager; IT Manager; Regional Team Leaders; SU Holidays Digital Marketing Co-ordinator

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

### **MAIN TASKS AND RESPONSIBILITIES**

To participate fully in the life and witness of SU Scotland and to provide an excellent Communications and Marketing service internally and externally, demonstrating a dependence on God in the way you go about your tasks.

#### **1. A dynamic digital presence**

- Continue the development of a coherent digital strategy monitoring digital communications and ensuring SU Scotland's ethos and values are communicated well
- Manage and develop SU Scotland's corporate website
- Assist with the creative development of other SU Scotland websites
- Manage, monitor and develop SU Scotland's presence on social media platforms and provide support and training for staff using social media in their roles
- Manage the production of monthly e-news to supporters
- Ensure digital platforms are updated with appropriate written, visual and audio content and that communications channels are integrated
- Research and implement new digital trends
- Create excellent video content for use on websites and social media

#### **2. Effective communication with youth and young adults**

- Implement a youth communications strategy which reflects different areas of SU Scotland ministry and supports current strategy

- Develop youth-led content on a variety of platforms ensuring that the voice of young people is heard effectively
- Work with colleagues to develop the corporate website to be relevant to both young people and adult supporters
- Enable staff to use digital platforms well in communicating ministry opportunities to teenagers and young adults
- Ensure that resources developed for young people have a visual identity that clearly identifies them as resources for young people
- Ensure volunteer and staff policies on communication with young people are updated regularly

### **3. Engaging printed materials**

- Work with colleagues and @SU editor to produce @SU magazine, prayer news, appeals and other publicity/promotional materials, ensuring quality, consistency and adherence to brand guidelines across the organisation
- Help colleagues liaise with design / print suppliers ensuring 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

### **4. Effective marketing leading to increased levels of ministry activity and income across SU Scotland**

- Provide marketing support, alongside the SU Holidays Digital Marketing Coordinator, to the Holidays Manager in relation to the SU Holidays website, brochure and other promotional activities
- Work with colleagues at SU Scotland's activity centres to ensure effective marketing use of social media and centres' websites
- Work with the Support Development Manager on initiatives to grow the number of supporters and SUS presence at conferences and exhibitions
- Work with the Volunteers Manager to ensure communications to volunteers are of a high standard and provide support in the marketing of volunteer opportunities
- Involvement in the planning, communication & marketing of SU Scotland events for supporters, volunteers, young people and the public

### **5. Increased profile for SU Scotland in the media**

- Be alert to opportunities to promote SU Scotland in the media and communicate effectively with the Media consultant
- Be involved in the creation of organisational response to Media enquiries alongside SU Scotland's Leadership team and Media consultant

### **6. Participation in the spiritual life of SU Scotland**

- Lead or participate in weekly staff times of prayer and biblical reflection
- Attend the annual Staff Conference (usually 3 days) and department team gatherings to depend on God and deepen relationships

### **7. An effective Communication and Marketing strategy for SU Scotland**

- 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 activities

## **8. Data Protection**

- Act as the organisational Data Protection Officer ensuring compliance to GDPR and ensuring regular review of procedures and policy
- Work with colleagues to maximise the functionality of SU Scotland's central contacts database, including increased efficiency of major mailings

## **9. Availability of stories, photos and videos illustrating SU Scotland activities**

- Capture SU ministry stories/testimonials for use in communications
- Oversight of SU Scotland's photo and video library
- Help in the production of videos and photography covering all activities
- Regularly review the Photo and Video Policy and monitor compliance

## **10. Communications budget holder**

- Create an annual budget and operate within approved budget levels
- Identify aspects of communications that may attract external funding

## **11. 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 manager 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
- 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

## **12. Other responsibilities**

- network with counterparts fulfilling similar roles with other charities
- be committed to a collaborative approach ensuring that communication with internal and external stakeholders is of a high standard

## **13. 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
- 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:** July 2019

## Communications and Marketing Manager Person Specification

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

# **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 £25,675 - £27,595 depending on experience and qualifications. Salary will be paid in arrears on a monthly basis, on or before the 28<sup>th</sup> 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)
  - Download the application and equal opps forms from our Website
  - Email your completed forms to:  
[vacancies@suscotland.org.uk](mailto:vacancies@suscotland.org.uk)
- Feel free to forward this pack to someone else who may consider applying

## **Don't forget**

- Closing date – 26<sup>th</sup> July 2019
- Interviews take place on 5<sup>th</sup> or 6<sup>th</sup> August 2019

## **Thanks for your interest**

[www.suscotland.org.uk](http://www.suscotland.org.uk)