Job Description

Job title: Communications and Membership Officer

Reports to: Events Engagement Lead

Salary: £30,723 p.a. (£18,434 pro rata)

Hours: 21 per week (flexible options within our working week of Monday to Friday)

Location: 18 York Place, Edinburgh EH1 3EP, with flexible working options

Benefits: 23 days leave annually (comprising annual leave, public and other holidays), 6% pension contribution (terms and conditions apply), group income protection and death in service insurance cover.

Start date: as soon as practicable

Closing date for applications: 9.00 am, Monday 21st August 2023

Interviews: will be held in person at 18 York Place, Edinburgh EH1 3EP, on Tuesday 29th August and Friday 1st September.

Who we are

Voluntary Health Scotland is the national voice, intermediary and network for health charities and other voluntary health organisations in Scotland. We work with our member organisations and others to address health inequalities and create better health and wellbeing for people and communities. We deliver a dynamic programme of events, publish monthly e-bulletins and regular blogs, and carry out a wide range of policy influencing and engagement activities. Alongside our core membership we run the Health Policy Officers Network and the Scottish Community Link Worker Network, and we provide the Secretariat to the Cross Party Group on Health Inequalities. Read more here: www.vhscotland.org.uk

We are a registered Scottish charity and a company limited by guarantee, governed by our Board of Trustees/Directors. We currently have a team of five staff. We are an accredited Living Wage employer and are committed to being a Fair Work First employer. We are committed to building a diverse team in order to enrich our work and broaden the experience and insights we can draw on. Our core and project work are supported financially by the Scottish Government.

Purpose of role

The Communications and Membership Officer role is an exciting new role sitting at the heart of our staff team and reporting to our Events Engagement Lead. The role will focus on developing VHS's reach and impact with our voluntary sector member organisations and a wide range of other stakeholders, including the Scottish Government, Scottish Parliament, health boards, other third sector intermediaries, health and social care partnerships and academic bodies.

We need someone with sound experience in a communications, marketing and/or membership role, who thrives in a fast-paced, highly collaborative working environment. You must share our strong ethos of team working whilst being able to work proactively of your own initiative. You will be willing to think creatively and try new approaches and will be comfortable using a wide range of digital platforms and applications. You will have an interest in Scotland's voluntary and third sector and how it contributes to people's health and wellbeing, and you will be motivated by the opportunity to help strengthen and reshape our communications and membership functions and activities.

The over-arching purpose of the role is to:

- Help shape and deliver VHS's communication, marketing and membership strategies
- Help sustain and grow our membership and supporter base
- Help ensure our website, social media, in-person and digital communications are always high quality, accurate and dynamic.
- Support the Events Engagement Lead in the marketing and communications of our events programmes

Key results areas

Communications and marketing

1. Coordinate, create and disseminate member newsletters and marketing emails, including the VHS monthly e-bulletin and events promotions (currently using Campaign Monitor within Salesforce)

2. Coordinate the day to day running of our social media platforms, creating and posting dynamic and relevant content

3. Coordinate the day to day running of the website (Wordpress): generating, editing, proof reading and posting new content, including members' guest blogs; responding to any inquiries generated via the website

4. Support and collaborate with colleagues in relation to the website, social media and other external communications and media

5. Coordinate and produce a range of publications and marketing materials

6. Maintain the CRM system (Salesforce), keeping the data up to date, accurate and in line with GDPR

7. Promotion of VHS events, including attending events and social media

Membership

8. Act as the main point of contact for members and prospective members, providing a friendly and pro-active response to inquiries
9. Help shape and implement a sustained programme of membership recruitment and retention
10. Maintain and use the CRM system (Salesforce) to manage all membership data, and support colleagues in their use of Salesforce
11. Support the practical delivery of online and in-person events, and engage pro-actively and responsively with delegates, speakers and exhibitors

Other responsibilities

12. Be responsible for the administration of your own work, including electronic filing (Sharepoint and One Drive) and data input (Salesforce)
13. Be actively committed to your own development and learning, and contribute constructively at your support and appraisal meetings
14. Be a pro-active, supportive and collaborative team player
15. Carry out other tasks and duties as may be required

Person Specification

We will assess all candidates against the following criteria, so please use specific examples when applying.

Values, skills and behaviours

1. Able to communicate effectively (face to face as well as electronically) with a wide range of stakeholders and to build positive working relationships
2. High degree of self-motivation: able to take the initiative, prioritise and manage own workload
3. Ability to stay calm under pressure, work to tight deadlines and find flexible solutions to problems.
4. A good team player: willing to work collaboratively, flexibly and respectfully with all colleagues
5. Willing and able to be creative, learn quickly and take the initiative - and not be afraid to ask for help if unsure about something
6. Able to generate high quality written material that communicates content and ideas clearly
7. Strong attention to detail and accuracy

Experience and knowledge

- Competence and confidence in using a range of office software and digital tools, including:
    a. Microsoft Office applications
    b. Website content management, e.g. Wordpress
    c. Customer Relations Management Systems, e.g. Salesforce
    d. Social media platforms, e.g. Twitter
- Experience of working under pressure and to tight deadlines, and of having to pro-actively develop and manage our own work
- Experience in of all or any of the following is an advantage:
    a. Working or volunteering in Scotland's voluntary sector
    b. Working or volunteering in a membership organisation
    c. Delivering events in person and/or online

To apply for this post:

1. Download the application materials and read carefully
2. Visit our website to learn more about us: www.vhscotland.org.uk
3. Complete the application form in full and email it to mail@vhscotland.org.uk
4. Complete the equalities monitoring from and email it to alison.crofts@vhscotland.org.uk
5. Do NOT send us your CV, as it will not be read or considered.

Closing date for applications: 9.00 am, Monday 21st August 2023

Shortlisting: If we wish to invite you to interview, we will email you to let you know. If you have not heard from us by Wednesday 23rd August, you have not been shortlisted.

Interviews: will be held in person at 18 York Place, Edinburgh EH1 3EP. Candidates will be offered a choice of either Tuesday 29th August or Friday 1st September.

THANK YOU FOR YOUR INTEREST IN WORKING FOR VHS