

# Job Description – Communications + Events Coordinator



<b>Responsible to</b>	Communications + Engagement Team Manager
<b>Salary</b>	In the range £24,214 to £25,214 per annum pro rata + 6% contribution to pension scheme
<b>Hours of work</b>	18.75 hours per week on a flexible basis (0.5 full-time equivalent), including some evenings and occasional Saturday work*
<b>Place of work</b>	Greener Kirkcaldy office and community locations (once Covid guidance allows – until then, working from home)
<b>Contract</b>	Fixed term to 31 <sup>st</sup> March 2022 initially, with aim to extend subject to funding
<b>Holiday</b>	33 days inclusive of public holidays per annum pro rata
<b>Requirement</b>	The post-holder will be subject to a Disclosure Scotland check

## Job purpose

To lead on the delivery of Greener Kirkcaldy's communications and events programme.

To be responsible for developing and coordinating marketing and communications for all Greener Kirkcaldy teams; producing marketing content for a range of different outputs and platforms; coordinating the calendar, booking system and promotions for all Greener Kirkcaldy events and organising and delivering community events and engagement campaigns.

## Specific responsibilities

- To coordinate and deliver marketing and promotion for all Greener Kirkcaldy projects and activities, in collaboration with all teams
- To implement the Greener Kirkcaldy communications strategy
- To manage marketing budgets, in accordance with Greener Kirkcaldy procedures
- To act as the marketing and PR contact for Greener Kirkcaldy
- To design and develop engaging communications campaigns for a range of different audiences, including potential participants, Greener Kirkcaldy members, donors,

volunteers, funders, partners and other stakeholders, and the wider community

- To design and produce content for a range of different marketing materials and platforms, including printed materials, newsletters, website, blogs, images, videos and social media
- To write press releases, respond to media enquiries and maintain relationships with journalists and other members of the press
- To manage Greener Kirkcaldy's online presence including websites (WordPress) and social media platforms
- To manage the Greener Kirkcaldy mailing list
- To set marketing and communications targets and monitor analytics
- To ensure that marketing materials and content (internal and external) are up to date
- To research other external marketing outlets and build relationships
- To recruit, train and manage Greener Kirkcaldy's growing team of Media Volunteers, responsible for writing blogs for the website
- To stay up to date with relevant local, regional and national events and campaigns, adapting our communications as necessary
- To support development of Greener Kirkcaldy's membership and individual donations
- To coordinate the Greener Kirkcaldy events calendar, manage booking systems and lead on events promotion
- To organise and deliver community events
- To provide technical support for online events
- To carry out administrative tasks related to communications and events coordination

### **General responsibilities**

- To work as part of the Greener Kirkcaldy team to promote and encourage understanding of environmental and community development issues in the local area
- To promote the values of Greener Kirkcaldy when working in the local community
- To provide excellent customer service
- To work and communicate effectively with other team members (staff, sessional workers and volunteers) to achieve goals
- To work constructively and effectively with project partners
- To report on the success of allocated tasks
- To comply fully with the organisation ethos, policies and procedures and relevant legislation
- To attend and contribute to team meetings, board meetings and training courses
- To provide a positive role model for the staff team
- To undertake other duties in line with the job purpose

\* Greener Kirkcaldy operates a 'time off in lieu' policy for any work outwith office hours.