

Senior Marketing and Communications Officer

Job Description

Role: Senior Marketing and Communications Officer	Department: Marketing and Communications
Reports to: CEO	Salary: £32,000 per annum (£25,600 per annum for 30 hours pro rata)
Location: The Eric Liddell Community	Type of contract: Fixed contract until 31 st December 2027
Working hours and pattern: • 30 hours per week, worked over 4 to 5 days • Primarily based at the centre, with up to 1 day per week working from home	

About The Eric Liddell Community

The Eric Liddell Community (ELC) is a charity and vibrant community hub located in a historic building in Morningside, Edinburgh. Founded in memory of Olympic gold medallist Eric Liddell, our mission is to bring people together to enhance health and wellbeing and create a community where no one feels lonely or isolated. We provide specialist dementia care, support for unpaid carers, and a wide-ranging programme of community activities and events.

Our Community Hub is central to our mission and contributes vital income which supports our work with people living with dementia and carers. It combines a busy café, a charity shop, an Eric Liddell exhibition and room, office and residential property rental. The hub welcomes thousands of visitors every year and plays a central role in the life of the local community.

About the Job

Our newly created Senior Marketing and Communications Officer role is an exciting opportunity to play a key part in increasing the profile, reach and income of The Eric Liddell Community.

The Senior Marketing and Communications Officer will implement our a marketing and communications strategy to ensure that our work, services, community and impact are effectively communicated to the people who need us, our supporters, partners and the wider community.

The post-holder will directly manage our digital communications, including website, search presence, social media and email newsletters. You will also deliver Press & PR activity to support profile raising and stakeholder engagement, while developing a stronger and more consistent ELC brand presence in our centre and community.

Working closely with the Community Hub Manager, the role will have a particular focus on promoting and developing the Community Hub as an attractive, welcoming and commercially sustainable community asset.

In addition, the role will collaborate with the fundraising team to support income generation, campaigns, events, donor communications and supporter engagement.

About You

We are looking for an experienced marketing and communications professional with a strong understanding of how effective communications can build profile, reach new audiences and contribute to income generation, with an innovative, resourceful and collaborative approach.

You will be confident in delivering a broad range of marketing and communications activity, including website, email marketing, social media, Press & PR and print promotions.

You will be commercially minded and curious, with an ability to identify opportunities to increase awareness, engagement and income.

You will be comfortable working at a strategic and operational levels, with the ability to develop and deliver marketing plans and campaigns end-to-end.

You will be solutions-focused, organised, adaptable, and able to work independently. You will bring ideas, take initiative and be willing to constructively challenge existing approaches where this can improve our reach, profile, income or impact.

You will have excellent communication and relationship-building skills, with an understanding of developing segmented, audience-specific messaging. You will be committed to making ELC's communications welcoming, accessible and easy to understand, including for older people, people living with dementia and people who may be less confident using digital communication channels.

Key Responsibilities

1. Marketing and promotion of the Community Hub

- Develop and deliver marketing campaigns and activity to increase awareness, use and income from the Community Hub to support income targets.
- Lead promotion of room and office hire - identifying new audiences, creating promotional materials, developing targeted approaches and building relationships with potential and existing hirers.
- Work with colleagues to: Identify opportunities to increase income from under-used spaces and other aspects of the Hub; Create attractive packages including catering and events; Ensure enquiries are followed up effectively and use data to track and improve performance.

2. Centre Venue Branding

- Develop and maintain a strong, consistent ELC brand across the Hub and wider community.
- Review and improve internal and external signage, wayfinding and promotional materials so that visitors can easily understand who ELC is, what happens here and how they can get involved.
- Manage tenant, hirer and third-party signage and external advertising, including identifying appropriate opportunities to generate income.

- Coordinate the production and display of signage, banners, posters and other promotional materials, ensuring it is dementia-friendly where possible.

3. Digital marketing and communications

- Manage and develop the ELC website, social media channels and email newsletter, ensuring content is engaging, accessible and audience-focused.
- Create and coordinate compelling multimedia content appropriate to the ELC brand, channel, audience and campaign/s to promote ELC's brand, services, activities, events, volunteering, fundraising and room hire.
- Monitor digital performance and use insight to improve reach, engagement, participation and, where appropriate, income.
- Develop accessible communications that reflect the different needs, preferences and ways people engage with ELC, including older people, people living with dementia, unpaid carers and wider community users.
- Use the CRM to segment audiences, support targeted communications and campaigns, and improve engagement and supporter journeys.

4. PR and profile

- Develop proactive Press and PR opportunities that raise ELC's profile and demonstrate its impact.
- Identify and develop news stories, case studies and human-interest stories, and produce press releases, articles and other external communications.
- Build relationships with relevant local and sector media and coordinate media enquiries and opportunities.
- Commission specialist PR or communications support where required.

5. Fundraising and campaigns

- Work closely with the fundraising team to develop and deliver the communications for fundraising campaigns, appeals, events and supporter communications. To include creating campaign materials, including impact stories, case studies and presentations.
- Identify opportunities for partnership marketing and fundraising activity with corporate, community and other partners.
- Support planning and delivery of organisational campaigns, events and activities through coordinated marketing, communications and PR.
- Work with colleagues to identify stories, opportunities and audiences that can increase engagement and participation.

6. Marketing materials and suppliers

- Coordinate the production of marketing materials, producing simple content and designs where appropriate.
- Identify opportunities to maximise spend impact through effective planning, procurement, supplier relationships, and the use of digital alternatives.

7. Planning and evaluation

- Develop and deliver marketing and communications plans aligned with ELC's strategic priorities.
- Set objectives and monitor key measures including room-hire enquiries and income, website and social media performance, campaign results, media coverage and audience growth.

- Use data and insight to improve activity and demonstrate its contribution to ELC's reach, profile and income.
- Use marketing and communications budget effectively, ensuring strong value for spend.

Required Knowledge, Skills and Experience and Qualifications

Essential

- Proven experience in marketing and communications, ideally in an SME or venue-based charity
- Excellent written and verbal communication skills, with the ability to adapt messages for different audiences and channels.
- Experience managing digital communications, including websites, social media and email/newsletters.
- Experience developing and delivering marketing campaigns and producing digital and print content.
- Strong audience awareness, with experience in delivering accessible, inclusive and engaging communications.
- Commercially minded, with the ability to identify opportunities to increase awareness, engagement and income.
- Strong relationship-building skills, with experience working with customers, partners, suppliers or external organisations.
- Highly organised, self-motivated and able to manage competing priorities and deliver to deadlines.
- Excellent digital skills, including confidence with content management systems (we use Wordpress), CRM tools, social media platforms, analytics tools and content creation tools, such as Canva.
- Experience creating engaging visual content, including photography and short-form video, for digital and social media

Desirable

- Experience marketing a venue, community hub, room or office hire, hospitality, events or similar service.
- Experience in PR and working with local or sector media.
- Experience supporting fundraising campaigns, donor communications or other income-generation activity.
- Experience developing brand identity, signage or physical marketing environments
- Understanding of the needs of older people, people living with dementia or unpaid carers.
- Experience supporting or supervising interns, volunteers or other contributors to marketing and communications activity

Qualifications

Applicants should hold a marketing and/or communications qualification at degree level, or via a recognised professional body, eg Chartered Institute of Marketing.

Terms and Conditions

The key responsibilities reflect the requirements of the job at the time of issue. The Eric Liddell Community reserves the right to amend these with appropriate consultation and/or request of the post-holder to undertake activities believed to be reasonable within the scope of the job or abilities.

Salary: £32,000 per annum (£25,600 per annum for 30 hours pro rata)

Working Hours: 30 hours per week

Annual leave entitlement: 30 days inclusive of public holidays (24 days pro-rata)

Notice period: 1 month

Probation period: 3 months

Other benefits:

Company contributory pension scheme (4% employee matched by employer)

Occupational sick pay

Death in service cover

40% off food at our Community Hub Café, Café Connect

Edinburgh Leisure Community Access Programme Card – classes, gym and pool for £2 a class

Flexible TOIL approach

Values

All staff are expected to demonstrate the values of The Eric Liddell Community:

- Compassionate
- Respectful
- Inclusive
- People-centred
- Sustainable
- Led by integrity