

## **SCOTTISH CHILDMINDING ASSOCIATION**

### **JOB DESCRIPTION**

**JOB TITLE:**               **MARKETING & COMMUNICATIONS COORDINATOR  
(WORKFORCE)**

**LOCATION:**               Home/Office based.

Initial funding is to March 2026, taking us to the end of year two – this is part of a 3-year proposal with funding confirmation received on an annual basis.

**HOURS:**               Part time 18 hours per week. Hours to be flexibly arranged to provide for some evening work and occasional Saturday requirements. Some overnight stays away from home. Time off in lieu may be taken for any extra hours worked. No over time payments are possible.

**GRADE:**               AP3 pt 23-26

**ACCOUNTABLE TO:** Marketing and Communications Manager (Workforce)

### **JOB PURPOSE**

To support the delivery of SCMA's national Marketing and Communications Campaign, Programme for Scotland's Childminding Future, focused on childminder retention and recruitment by managing digital channels and creating engaging written content that aligns with SCMA's brand and effectively reaches target audiences.

### **KEY RESPONSIBILITIES:**

Working with the Marketing & Communications team, the Marketing and Communications Co-ordinator will assist with the design and delivery of targeted communications to diverse audiences. This includes using a creative, multi-channel approach to ensure the timely and accurate dissemination of information in accordance with organisational objectives. The role will support key communications projects, including contributing to the measurement and evaluation of their effectiveness.

### **KEY TASKS:**

- Responsible for the writing, editing, production and distribution of campaign communications
- Assist the Marketing and Communications Manager (Workforce) the management, delivery and quality assurance of a national marketing and communications childminder recruitment and retention campaign (via publications, social media, marketing materials, PR and events) in line with SCMA's brand values and corporate image.

- Lead on the production and distribution of effective internal and external communication regarding the campaign.
- Assist with the monitoring and reporting on the success of the marketing campaign and key statistics.
- Create content for design projects, including creation and editing of video content and animations and creation of marketing materials to support the campaign.
- Support the monitoring of social media campaigns (paid-for and organic) in line with agreed outcomes, outputs, indicators and targets, familiar with meta business suite and google analytics
- Work closely with the communications team to liaise with key stakeholders and external communications teams in support of the campaign Work
- Contribute to the ongoing promotion of childminding as a high quality, professional, accessible and unique childcare service.

#### **Organisational requirements:**

- Work closely with SCMA Marketing & Communications core team to ensure campaign activity is aligned to SCMA's wider communications strategy and activity
- Ensure regular and effective liaison with all SCMA staff as appropriate
- Meet regularly with your Line Manager for support, supervision and annual appraisal
- Follow Health and Safety requirements and be aware of health and safety of yourself, your colleagues and visitors to the office
- Work at all times in a manner consistent with SCMA's policies and procedures
- Being responsible for your own personal development and willingness to participate in Engaging in Our People.
- Responding positively to changing business needs may require you to carry out other mutually agreed tasks that are necessary to fulfil the job purpose

#### **PERSON SPECIFICATION:**

##### **Essential**

- High standard of education/qualifications
- Excellent communication skills, both written and verbal
- Confidence to interact and build relationships with a variety of stakeholders
- Ability to work using own initiative
- Is methodical, reliable, tactful, can work on own-initiative, excellent attention to detail, and good humoured

#### **CAREER EXPERIENCE:**

##### **Essential**

- Proven ability in a Marketing & Communications environment
- Experience in supporting the delivery of marketing campaigns (paid for and organic) across digital platforms
- Proven ability in the production of information and marketing materials
- Experience in designing and producing a wide range of marketing materials for digital and print in line with organisational branding
- Experience in liaising with external agencies and stakeholders to support campaign objectives
- Relevant experience in researching and sourcing information
- Proven ability in prioritising work, forward planning
- Proven ability in monitoring, reporting and evaluating social media campaigns using a range of analytical tools
- Proficient in using Canva
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**Desirable**

- Experience in developing & producing podcasts
- Knowledge and understanding of accessibility standards
- Experience digital communications campaigns to support recruitment focused projects would be highly desirable
- Experience of Wordpress as a content management platform and Search Engine Optimisation

**KNOWLEDGE:****Essential**

- Experience in working with design software ie Adobe, Canva or equivalent
- Experienced in using Wordpress or equivalent content management systems

**Desirable**

- Proficient in use of Microsoft software including Microsoft Excel
- Experience of Search Engine Optimisation
- Experience of producing podcasts

**SKILLS:****Essential**

- Very high standard of written and spoken communication including the ability to manage confidential and sensitive information.
- Excellent organisational and time management skills – able to forward plan, prioritise when under pressure and work to tight deadlines
- Strong interpersonal skills with the ability to work on own initiative and as a part of a team
- Excellent attention to detail
- Numerate and competent ICT skills

**Desirable**

- Willingness to learn about the childcare sector and SCMA's role within this

**PERSONAL CIRCUMSTANCE:**

- Ability to work flexible hours and occasionally away from home overnight