

## **SCOTTISH CHILDMINDING ASSOCIATION**

### **JOB DESCRIPTION**

<b>JOB TITLE:</b>	<b>MARKETING &amp; COMMUNICATIONS CO-ORDINATOR (Workforce)</b> 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
<b>LOCATION:</b>	Home/Office based
<b>HOURS:</b>	36 hours per week. Hours to be flexibly arranged to provide for occasional Saturday and evening work. Some overnight stays away from home.
<b>GRADE:</b>	AP4 pt 27-30
<b>ACCOUNTABLE TO:</b>	Marketing and Communications Manager (Workforce)

#### **JOB PURPOSE**

Assist with the co-ordination, development and effectiveness of a national targeted Marketing and Communications Campaign, using a variety of media (including production of information packs, communications toolkits and reports), which will recruit new childminders and retain existing childminders.

#### **KEY RESPONSIBILITIES:**

Assist and support the Marketing and Communication Manager (Workforce) to ensure that all marketing and communications outcomes and outputs are achieved timeously and within budget.

#### **KEY TASKS:**

- Contribute to the development, delivery and quality assurance of a national marketing and communications childminder recruitment and retention campaign (including design and production of marketing materials, reports, social media, PR and events).
- Support the Marketing and Communications Manager (Workforce) to monitor and review all aspects of marketing and communications delivery in line with agreed outcomes, outputs, indicators and targets.
- Assist the Marketing and Communications Manager (Workforce) with the management of the campaign website and social media platforms
- Provide support to the external marketing agency including assisting with the development and implementation of a Digital Content Campaign.
- Assist with the monitoring and reporting on the success of the marketing campaign and key statistics.
- Responsible for the writing, editing, production and distribution of campaign communications.
- Lead on the production and distribution of effective internal and external communication regarding the campaign.
- Assist with the design and production of campaign publications and promotional materials and implementing SCMA's branding/Corporate Image.
- Work with the Marketing and Communications Manager (Workforce) to liaise with funders, local authorities, key stakeholders and other external partners in support of the marketing campaign.
- 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 Team to ensure campaign activity is aligned to SCMA's wider Marketing & 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 engage 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

Ability to work using own initiative

Is methodical tactful, self reliant and good humoured

## **CAREER EXPERIENCE**

### **Essential**

Proven ability in a Marketing & Communications environment

Experience in designing and delivering quality marketing campaigns (paid for and organic) across digital platforms

Proven ability in the production of information and marketing materials

Experience in designing and delivering quality marketing campaigns across digital platforms

Proven ability in co-ordinating and organising information, prioritising work and forward planning

Experience in writing copy and designing and producing a wide range of marketing materials – digital and print

Experience in liaising with external agencies and stakeholders to support campaign objectives

Relevant experience in researching and sourcing information

### **Desirable**

Proven ability in monitoring and reporting on marketing and communication campaigns.

## **KNOWLEDGE**

### **Essential**

Experience in working with graphic design software ie Canva, Adobe Creative Cloud or equivalent

Proficient in use of Microsoft software

### **Desirable**

Experience in using a content management system to update webpages

Relevant childcare and voluntary sectors networks in Scotland and the UK

## **SKILLS**

### **Essential**

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 develop and update computer skills

Willingness to learn about the childcare sector and SCMA's part in it

## **PERSONAL CIRCUMSTANCE:**

Ability to work flexible hours and occasionally away from home overnight