

<b>Role title:</b>	Digital Marketing Coordinator
<b>Responsible to:</b>	Campaigns Marketing and Social Media Manager
<b>Location:</b>	Glasgow or Edinburgh (if Glasgow is the agreed base, a commitment to be in Edinburgh 1-2 days a week for the first month of appointment will be required)

## ABOUT

Alzheimer Scotland is the leading dementia organisation in Scotland. We campaign for the rights of people with dementia and their families, whilst providing an extensive range of innovative, personalised therapeutic support services and investing in dementia research to towards prevention, better standards of care and ultimately to finding a cure.

Alzheimer Scotland is committed to improving the lives and opportunities of people with dementia, their carers, partners and families as their journey transitions from the first point of contact through to end of life and believes nobody should face dementia alone.

## PURPOSE OF ROLE

**This is an exciting new opportunity to join the Alzheimer Scotland Communications and Marketing Team to promote the support we deliver within the heart of local communities, and the added-value Alzheimer Scotland contributes to people living with dementia.**

You will work closely with our Campaigns Marketing and Social Media Manager and Digital Marketing Officer on a range of digital communications projects, executing these in-line with our wider communications strategy and social media strategy.

Having a flair for creative storytelling as well as writing engaging, and impactful content is key for this role.

You will be able to change your tone, style and messaging to suit the platform and audience, while working within the parameters of the overall Alzheimer Scotland style and brand guidelines. You will have experience of producing content across a variety of social media channels and digital marketing platforms, including e-marketing, e-newsletters and web articles.

The role will also see you engage with Alzheimer Scotland staff from across both our corporate teams and our local support teams across the country, supporting and advising on best practice to ultimately raise awareness of the activities and help being provided by the charity.

You will be comfortable and excel in working in a fast-paced environment, and confident in managing conflicting deadlines.

As the team is based across the Edinburgh and Glasgow office, occasional travel will be expected throughout the two locations.

## Specific communication responsibilities

### 1. Social media

- Work with the Campaigns Marketing and Social Media Manager to produce and monitor social media content in line with the Alzheimer Scotland social media strategy;
- Strategically plan and deliver an engagement programme of social media posts which represent all organisation key messages in a balanced manner;
- Monitor all Alzheimer Scotland social media channels, ensuring they are up to date and brand-focused: policing brand and style;
- Respond to social media comments and direct messages in a timely fashion;
- Assist in the creation of social media paid advertising posts.

### 2. Digital marketing

- Work closely with the Digital Marketing Officer to assist in the creation and execution of e-marketing mailing and the creation of the e-newsletter;
- Assist in providing reports and insights using analytics for both our social media and digital channels;
- To work closely with the in-house design team to generate appropriate assets for digital channels;
- Liaise with local Alzheimer Scotland social and digital champions to help promote locality activity;
- To support the Digital Marketing Officer with the generation and testing of all e-marketing, throughout the year, including assisting the Officer in annual planning of e-marketing schedules;
- Support the Digital Marketing Officer with updates to the new website, including posting regular web articles and news stories.

### 3. General duties

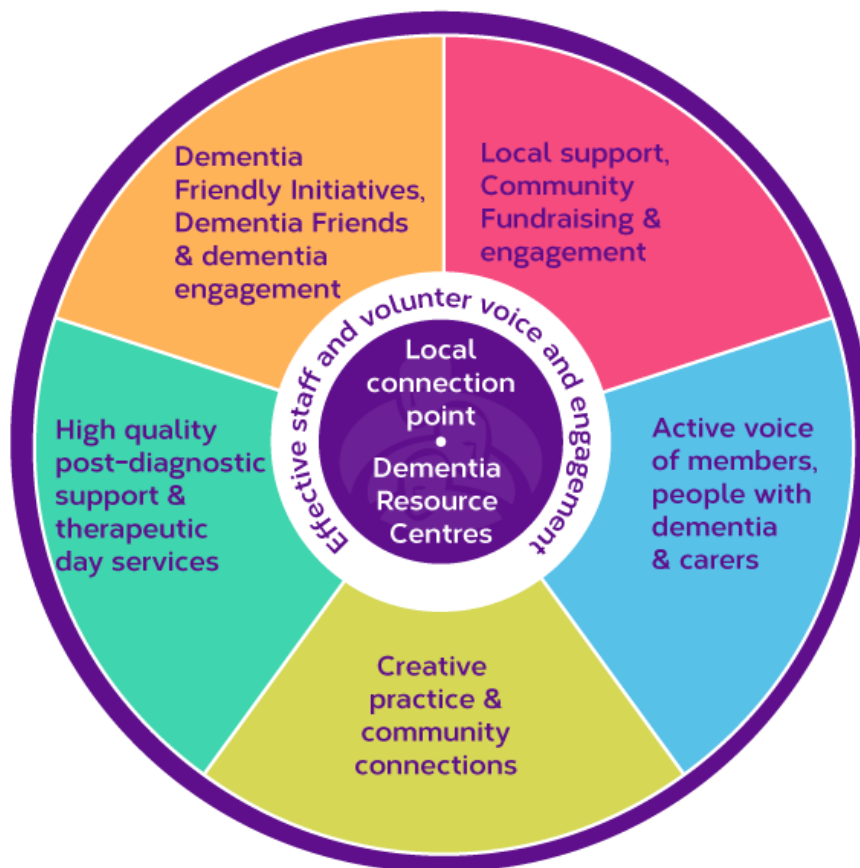
- To assist the rest of the Communications and Marketing Team with the production of other forms of communications when appropriate, including internal communications;
- Contribute to collaborative ideas and projects with the wider Communications and Marketing team;
- Project plan, manage and report progress across work areas;
- Build productive working relationships with Alzheimer Scotland staff;
- Undertake other duties which may from time to time be requested by your line manager, Digital Marketing Officer, Content Manager, Head of Communications or Chief Executive.

## DELIVERING DIGITAL COMMUNICATIONS FOR LOCALITIES - KEY STRATEGIC RESPONSIBILITIES

The Digital Marketing Coordinator role will contribute to the larger work of the Communications and Marketing Team in delivering digital marketing support to local Alzheimer Scotland teams (also known as localities) across Scotland.

### Delivering the 7 dimensions of the locality vision

You will work in a way that ensures the approach to communications (internal and external) is embedded as a key enabler to support the locality leaders in their role of making the 7 Dimension model an active vision within localities and across portfolios (see section below for details of 7 Dimension model). To do this you will adopt and exhibit an approach and working style that is directly in alignment with our commitment to engagement as a route to delivering our shared vision and mission. Your approach will be to support the idea that every employee can and does have a responsibility to be part of the wider ethos of communications.



### Your approach

You will support and enable a flexible approach to digital communications, creating and enabling a culture of highly effective engagement and innovation when it comes to sharing the organisation key messages.

This role will support all colleagues, particularly the brand/communications/digital champions, across the organisation in delivering the seven dimensions underpinning the

Alzheimer Scotland locality vision as outlined above, ensuring that we all achieve our shared goals with the greatest impact. This will be achieved by supporting the delivery of the social media, e-marketing, digital and communications strategy for the organisation, in conjunction with the people strategy and Fairwork Framework model.

You will adopt and encourage the approach of digital-first and support the exploration of new mediums to convey our message across.

### **Supporting a boundary free approach to supporting portfolios**

You will work in close collaboration with peers to support localities across portfolios, in a way that ensures there are no real or perceived boundaries to supporting localities to achieve their potential and deliver the vision. Your approach will support the seamless flow of knowledge exchange across the organisation; up and down, as well as across.

## Person Specification Digital Marketing Coordinator

This person specification should be read with the job description for the post of Digital Marketing Coordinator. Please note that these competencies are not ranked in order of priority. The following criteria will be used in selecting a candidate

		<b>Essential</b>	<b>Desirable</b>
<b>Qualifications</b>	Educated to degree level or relevant experience in digital, marketing and/or communications	✓	
	Postgraduate qualification in digital and/or social marketing		✓
<b>Experience</b>	Work experience with digital/social media channels	✓	
	Exceptional track record of developing high quality copy for digital/social media channels	✓	
	Have prior experience of writing for a third sector organisation or working within a similar environment		✓
	Experience of delivering projects/activities within tight deadlines	✓	
	Prior experience of working in/for a charitable organisation		✓
	Experience of using analytic tools		✓
	Previously worked with Facebook for Business, Hootsuite, Mailchimp, Google Adwords and CMS		✓
<b>Knowledge</b>	Understanding of the principles and practice of digital and social media communication	✓	
<b>Skills and abilities</b>	Ability to write high quality, concise copy, to tight deadlines	✓	
	Logical approach towards forward planning	✓	
	Ability to work under pressure	✓	
	Creative eye for conveying messages in an engaging manner	✓	
	Great attention to detail	✓	
	Excellent organisational skills	✓	
	Excellent communications skills, both written and verbal	✓	
	Experience in recording and editing short video clips optimised for social media		✓
<b>Personal attributes</b>	Passion for digital and social media marketing	✓	
	Passion for writing	✓	
	Dedicated team player	✓	
	Commitment and desire to make a difference by supporting people living with dementia	✓	
	Ability to manage a wide range of tasks	✓	

	and work well under pressure		
	Have an eye for detail	✓	
	Thrive in a fast pace environment	✓	
	Ability to work to deadlines and prioritise	✓	