



STIRLING CARERS CENTRE

EMPOWERING • INCLUSIVE • ACCOUNTABLE

Job Description

Job Title:	Communications Assistant - Digital Services (6 month contract)
Accountable to:	Communications Officer
Hours of Work:	21 hrs per week – working pattern to be agreed
Salary:	£14.05 per hour

Purpose of the Post

The Communications Team works across the organisation to promote the organisation's activities; support staff use of digital technologies; maintain, develop and monitor digital platforms; maintain the organisation's CRM database; and produce a range of publications, including regular e-bulletins and bi-annual magazine.

The Communications Assistant (Digital Services) will play a crucial role in enhancing the outreach and effectiveness of the organisation by managing and developing our digital communications platforms. The primary focus areas will be social media management, website maintenance, and utilising digital tools to support both service delivery and the well-being of unpaid carers. The role involves working closely with the Communications Officer to ensure the organisation's digital communications are relevant and accurate and maintain our brand standards.

Areas of Accountability & Key Responsibilities

The Communications Assistant (Digital Services) works alongside the Communications Officer to manage and develop the organisation's digital services. Responsibilities include:

Social Media Management

- Create, curate and schedule relevant content across our social media platforms
- Monitor and respond to social media engagement and comments
- Gather multimedia content from across our services to promote the support we offer
- Employ accessibility principles to content
- Develop and implement a social media strategy to enhance the organisation's online presence

Website Maintenance and Development

- Regularly update and maintain the organisation's website with relevant content
- Develop and improve the website to ensure a user-friendly experience with accessibility principles and practices embedded throughout

- Create and manage events on the website, ensuring accurate and up-to-date information

E-Bulletin Preparation

- Prepare and distribute a monthly e-bulletin for Carers highlighting relevant issues, services and events
- Prepare and distribute a quarterly e-bulletin for professionals, highlighting key updates and strategic information.

Reporting and monitoring

- Generate and analyse reports on social media and website engagement, presenting insights to inform future strategies.
- Prepare regular reports for management on digital developments within the organisation.

Accountability

- Prepare regular work plans in agreement with the Communication Officer
- Participate in regular supervision, performance reviews and team meetings with Communications Officer and other Centre staff
- Plan annual leave in conjunction with other team members and around key annual milestones within the team and wider Centre
- Seek personal support and opportunities for self-development where appropriate
- Undertake any other duties necessary to support and further the aims and objectives of the team and wider Centre

Quality

Stirling Carers Centre is committed to high standards of organisational and operational practice. It operates a continuous quality improvement programme to provide services of the highest possible standard.

Health and Safety

Stirling Carers Centre strives to provide each employee with a safe and healthy work environment.

Each employee has responsibility for maintaining a safe and healthy workplace for all employees by following safety and health rules and practices and reporting accidents, injuries and unsafe equipment, practices or conditions

Person Specification

Skills, knowledge and experience required for the post:

Education

Relevant diploma/degree or equivalent	Desirable
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Relevant Experience

Proven experience in managing social media platforms and developing effective content	Essential
Understanding of basic graphic design principles to create visually appealing and accessible content	Essential
Experience of website management and content creation	Desirable
Experience of using online marketing platforms to create and distribute email campaigns	Desirable
Familiarity with digital tools for communication and support	Desirable
Experience of using Canva, Adobe Photoshop Express, Adobe Rush or similar graphic design software to create social media content	Desirable
Understanding of W3C and WCAG accessibility principles and practices	Desirable
Experience of partnership working with external agencies/organisations	Desirable
Experience of using databases and Microsoft Office apps	Desirable

Skills/Attributes

Excellent planning and organisational skills including ability to ensure achievement of deadlines	Essential
Ability to use initiative, organise workload and work unsupervised	Essential
Excellent written communication skills	Essential
Ability to work as part of a team and be a proactive team player	Essential
Good interpersonal skills, with the ability to liaise and work successfully with stakeholders at all levels	Essential
Ability to drive a car, access to a car and appropriate business-class insurance	Desirable
Understanding of the voluntary sector and empathy towards Unpaid Carers and their circumstances	Desirable

Any Other Job-Related Requirements

Flexibility with hours and working arrangements (home/office based). The post may also involve some occasional evening/weekend work	Essential
Understanding and commitment to principles of confidentiality and Equal Opportunities practice	Essential