



Content and Communications Officer

Hours: full-time (37.5 hours per week – flexible on days/hours worked)

Contract: Permanent

Salary: £21,000 per annum

Location: Initially working from home with some visits to our office at Tynecastle Stadium, Edinburgh EH11 2NL.

Closing date: 30 April 2021, 12 noon

Start date: June 2021 (flexible)

ORGANISATION PROFILE

Big Hearts Community Trust is an award-winning charity based at Tynecastle Park, the home of Heart of Midlothian Football Club in the West of Edinburgh.

Since 2015, our ambitious organisation is committed to changing lives through the power of football, using the reach of the Club's badge to support groups most in need across the community.

Through close partnerships with local organisations and football supporters, Big Hearts is able to build and run free family programmes at the Stadium throughout the year.

In 2020 amidst the Covid-19 pandemic, our charity of 9 staff members engaged with over 8,000 adults and children, with the help from 250 dedicated volunteers.

Big Hearts Community Trust is considered to be one of the leading football charities in Scotland, recognised for the high standard of support and positive social impact in Edinburgh. In the summer of 2021, we will announce a new strategic direction which will shape our future activity for the next three years.

ROLE AND MISSIONS

Job purpose

This new role will support the programme delivery, communications and fundraising activities of Big Hearts Community Trust.

The Content and Communications Officer will be responsible for planning and creating high quality and engaging content for the charity's digital and off-line communications channels.

Your role will include monitoring social media and bringing compelling stories to life through videos, photos and copywriting.



The ideal candidate will have experience in planning and delivering targeted messages through a wide range of collateral, including website, newsletters, infographics, print publications and social media.

Reporting to the Engagement and Communications Manager, you will play a key-role in raising the profile of our charity's work within the third sector and Scottish football.

Key-responsibilities

- Develop and optimise a range of branded assets to reach target audiences.
- Oversee and update the social media channels with fresh and relevant content.
- Write engaging copy for digital platforms and printed materials.
- Identify and collect inspiring stories to raise awareness of the charity to stakeholders.
- Capture videos and photos across our programmes and events and turn them into compelling content supporting the Communications' strategy.
- Ensure all content produced internally and externally meet the brand guidelines.
- Work as part of the Engagement team to help deliver campaigns throughout the year.
- Work in partnership with Big Hearts' staff, volunteers and the football club.
- Support the day-to-day communications needs associated with promoting and running Big Hearts' family programmes and engagement initiatives.

Support & development

- One to one support from the Engagement and Communications Manager.
- Access to training opportunities in line with identified needs.

PERSON SPECIFICATIONS

Experience	<i>Essential</i>	<i>Desirable</i>
Experience in implementing a communications or marketing strategy across various supports	x	
Proven record in representing an organisation through online platforms	x	
Effective planning and time management across multiple projects to meet tight deadlines	x	
At least two years' experience in a similar role (voluntary work or student placements welcome)	x	
High standard delivery of copywriting		x
Experience in conducting interviews for blogs or magazines		x
Successful capture of videos and photos for an organisation		x
Participation in branding and creative design projects		x

Knowledge	<i>Essential</i>	<i>Desirable</i>
Solid knowledge of the different social media platforms and their content requirements	x	
Strong understanding of the role of the communications function in the development of an organisation	x	
Familiarity with websites and digital content tools (eg. WordPress, Hootsuite, Mailchimp etc.)	x	
Appetite for compelling storytelling and creative content	x	
Awareness of mental health, poverty and social isolation		x
Interest in the charity sector and / or football in Scotland		x
Knowledge of data protection and e-privacy rules		x

Skills	<i>Essential</i>	<i>Desirable</i>
Creative mindset contributing to new and innovative ideas	x	
Excellent written communication skills	x	
Confident in producing simple design assets and in editing photos/videos using tools like Canva or iMovie	x	
Ability to use initiative and prioritise own workload	x	
An eye for detail and the ability to work accurately		x
Strong interpersonal skills and working as part of a team		x
Comfortable and thoughtful in engaging with people from challenging backgrounds		x

ADDITIONAL INFORMATION

- This position requires at least two years' experience in a similar role (voluntary work or student placements welcome).
- Working hours will include some weekends and evenings when required.
- This position is subject to PVG checks and associated disclosure.
- Two satisfactory references will be requested upon any offer of employment.



HOW TO APPLY

Please email your CV and cover letter to recruitment@bighearts.org.uk, explaining how your skills and experience make you a good fit for this role.

Examples of previous work (eg. articles, videos, digital assets etc.) are welcome to support your application.

The deadline for applications is 12 noon on Friday 30 April 2021.

Interviews for shortlisted candidates will take place on 5 / 6 May 2021, most likely via Zoom.

If you have any questions about the role or the recruitment process: please email Charlotte Cailliez, Engagement and Communications Manager at communications@bighearts.org.uk.

Big Hearts is committed to equality of opportunity for all staff, and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, marriage and civil partnership, pregnancy and maternity, sexual orientation, race and religion or belief.