

Job Description

Marketing and Communications Officer

For over 50 years, Cyrenians has tackled the causes and consequences of homelessness.

We understand that there are many routes into homelessness, and that there is no 'one size fits all' approach to supporting people towards more positive and stable futures. That's why all our work is values-led and relationships-based. We meet people where they are and support them towards where they want to be.

Our mission: To tackle the causes and consequences of homelessness through learning from lived experience; by delivering targeted services which focus on prevention, early intervention and support into a home; and by influencing changes in legislation and policy.

Compassion | **Respect** | **Integrity** | **Innovation**

[Read more about us and our values](#)

1 Overview

The Marketing and Communications officer sits in our Relationships team. We are a fast paced, dynamic team, responsible for marketing and communications, fundraising, trusts and grants, and press and public affairs.

The key focus of this role is to support our external communications, create dynamic and diverse content, ensure brand consistency and support our ambitious fundraising growth targets.

This role will develop our digital and off-line content to raise awareness of our work, tell our stories, positively contribute to public debate surrounding homelessness and social exclusion, and support Cyrenians appeals to raise vital donations.

2 Main Aims

Digital Communications: Managing the scheduling and creation of content and copy for digital communications and Cyrenians' social media channels: Facebook, BlueSky, LinkedIn and Instagram. Day to day management of the Cyrenians website and blog/news listings.

Story Development: Collaborate with colleagues across the organisation to identify meaningful stories and share them in a values-led way to raise awareness about the difference Cyrenians makes.

Monitoring and evaluation of impact: Measuring the impact of our digital communications (using google analytics); reporting progress against social media targets, monitoring external communications opportunities and other digital KPIs.

Internal Engagement: Support the Marketing Manager with strategic internal communications, participate in cross-organisational communications groups, acting as a champion of Marketing and Communications across Cyrenians.

Fundraising: Support the Fundraising Team in their efforts to increase the number of individuals who support Cyrenians. Promote Cyrenians events and fundraising activities.

Other Marketing Communications: Managing Event sales, gathering stories from across services, creating media assets (i.e. videos and photography), email communications to supporters, and other marketing communications such as leaflets and website content.

3 Tasks and Responsibilities

1. Digital Communications:

Working with the Senior Marketing and Communications Manager, plan digital communications on a weekly basis that supports Cyrenians priorities following the approach outlined in the Marketing Strategy and Communications Plan.

- *Planning Communications:* Plan frequency and scheduling of social media and external messaging.
- *Drafting copy:* Draft copy for planned posts, news releases and internal communications.
- *Response:* Handle enquiries, questions on social media (during scheduled work hours).
- *Maintain:* Support in the maintenance of the organisation's website.

2. Fundraising:

Working with the Fundraising Team to plan communications around upcoming fundraising events and campaigns, for example:

- *Sponsored events:* Drive participation, donations and volunteer support
- *Cyrenians Events:* Support promotion of and participation in events including live digital comms at the event
- *Cyrenians Supporters:* regular and consistent messaging and regular giving opportunities

3. Monitoring

- Create status reports to show progress against social media goals, external communication opportunities and internal comms targets
- Support the use of Google Analytics to report on website activity and inform digital communications planning

4. Social Media Strategy

Provide insight and data regarding engagement with our digital communications to the Senior Marketing and Communications Manager and wider organisation, advising on the future development of Cyrenians' social media content.

5. Internal Communications

Support the Senior Marketing and Communications Manager to deliver strategic internal communications and provide opportunities to colleagues to participate through relevant groups and content submission.

6. Other Marketing Communications

There will be a requirement for writing copy for press releases, email communications to supporters, and other marketing communications such as leaflets and website.

7. Supervisory Responsibility

As required, supervisory responsibility for volunteers, interns and involvement in the recruitment of these positions.

4 Person Specification

Knowledge and Experience	
Knowledge and experience of digital and offline communications	Essential
Understanding of marketing planning, and marketing communications channels	Essential
Experience with analytic/monitoring and reporting	Essential
Confidence with the adobe suite and desktop publishing tools including Canva	Essential
Skills and Attributes	
Excellent interpersonal skills	Essential
Strong oral communication skills	Essential
Good organisational abilities	Essential
Excellent report writing skills with the ability to produce accurate and well-presented work	Essential
Positive thinker and creative problem solver	Essential
Appreciation for impact of Cyrenians work and desire to work in Third Sector	Essential
Qualifications & Circumstances	
Marketing and Communications degree or equivalent experience	Desirable
Willing to work flexible hours in line with role requirements	Essential

5 Terms & Conditions

<u>Employer:</u>	Cyrenians
<u>Line Manager:</u>	Senior Marketing and Communications Manager
<u>Liaison with:</u>	All services across organisation, working closely with Fundraising team.
<u>Workplace:</u>	Based in our Edinburgh office with visits to West Lothian, Bathgate and Falkirk offices and across Scotland as required.
<u>Working Hours:</u>	32 hours per week (may include occasional evenings or weekends)
<u>Annual Leave</u>	25 days plus 10 public holidays (pro rata)
<u>Salary:</u>	£28,759 to £31,595 pro rata (scale points 25 to 28). This equates to £24,873 per annum for a 32-hour week at SCP 25.
<u>Pension:</u>	Auto-enrolment into Qualifying Workplace Pension Scheme (QWPS) which is a Group Stakeholder Pension Scheme paid by salary exchange – current contributions being 5% employee and 3% employer. Option of enhanced Employer contributions to the same QWPS of 6% initially, rising to 9% after 2 years and 12% after 5 years (subject to employee contributions of 6%)
<u>Status:</u>	Permanent
<u>Disclosure:</u>	Not required

6 Application deadline and interview dates

<u>Closing date:</u>	12 noon on Monday 22 nd September 2025
<u>Interview date:</u>	Week commencing 29 th September
<u>Stage 2 date:</u>	TBC

Please refer to the Recruitment Information leaflet for further information on completing and submitting your application form.