



## **Communications and Membership Officer**

Location: Haddington, East Lothian/ Fionnphort, Isle of Mull/ or home-based  
Salary: £23,660 pro rata + pension (currently 10.45% employer contribution)  
Hours: Part - time, 17.5 hours per week  
Terms: 12 month fixed term appointment (with possibility of extension)  
Employee or freelance consultancy

Management: Chief Executive

This is a part-time post and we are flexible on working pattern. We will also consider applications on a self-employment /freelance consultancy /contract basis, plus job share, home-working and/or flexible working arrangements. It is a 12 month fixed term appointment, with the possibility of extension.

### **Role**

Rural Housing Scotland is looking for a Communications and Membership Officer to join our team. This role is an opportunity for you to work to provide communications and engagement support for the organisation. We are seeking to transform our engagement with rural communities, members and stakeholders across Scotland on housing issues and this role will play a key part in delivering this ambition. Rural Housing Scotland staff are highly motivated and striving to create positive social change and you will help support this.

In this role, your responsibilities will involve:

### **Communications**

- Working with our Board, Chief Executive and Development Officer to create our Marketing and Communications Strategy
- Maintaining and updating our website - creating quality content for a range of audiences and media channels including news items and blogs.
- Encourage the creation of guest blogs by staff, board members and RHS members
- Optimise our social media presence including Twitter, and Facebook, and create Instagram and video channels.

- Create and plan social media content and campaigns.
- Liaise with staff and board members regarding policy position on news items relevant to Rural Housing Scotland.
- Distribute content to attract and engage stakeholders – and use data to analyse the effectiveness of activity (e.g. google analytics).
- Identify potential sponsorship opportunities and work with RHS staff to pursue options
- Network and exhibit the services of Rural Housing Scotland at conferences and events

### **Membership Services**

- Develop and maintain Rural Housing Scotland membership database
- Work with Chief Executive to identify potential members and to market membership services.
- Curate and encourage member engagement with our *Community Housing Network*

### **Event Planning**

- Help organise our successful and well respected annual conference and establish subsidiary seminars and networking events such as Community Learning Exchanges
- Organise and develop marketing materials.

### **Requirements**

The ideal candidate will have a positive, can-do attitude and be eager to pick up new skills on the job. They will have an excellent eye for detail and ideally have previous experience in maintaining and updating websites. A Communications or Marketing degree is desirable but not essential as long as you have the skills to do the job.

You will be able to demonstrate the following skills:

- Experience of developing and implementing marketing/ communications strategies and plans
- Experience creating content for different audiences on a range of social media platforms
- Ability to change priorities as the team often juggles multiple projects at once
- Comfortable and confident communication skills – via a range of media, on the telephone and in person
- Excellent planning and organisational skills
- A hard-working team player with a willingness to support the team in any situation
- Good attention to detail
- Ability work to deadlines
- Computer literate

## **Applications**

Applications should be submitted to:

Derek Logie, Chief Executive, Rural Housing Scotland, Brewery Park Business Centre, Brewery Park, Haddington, EH41 3HE Or e-mailed to: [derek@ruralhousingscotland.org](mailto:derek@ruralhousingscotland.org)

Applications should include:

Completed application form (CV only applications will not be accepted but you may append your CV to your application form)

Applications for this post on a self-employment or freelance consultancy basis, secondment, job share and/or other flexible working arrangements will be considered – please state on your application form and detail in a covering letter.

Closing date for applications is 5pm on Friday 30 August

## **Interviews**

Interviews will be held at SCHA, 44 Hanover St, Edinburgh on Monday 9th September

Thank you for your interest in working for Rural Housing Scotland.