

Communications Coordinator



Role Description

GRADE

Grade 4

LOCATION

Craiglockhart Campus,
Edinburgh

LINE MANAGER

Business Engagement
Manager

Role Summary

The Communications Coordinator supports the wider Equate Scotland team to increase engagement and promote Equate Scotland events, activities, and projects.

The Communications Coordinator has responsibility for managing the Equate Scotland website, newsletter, and social media platforms, as well as for producing both digital and print publications and promotional materials.

The Communications Coordinator works proactively to develop and produce engaging content and disseminate it.

This role has no line management responsibility.

Line Management Responsibility for:

The Communications Coordinator does not currently have any line management responsibilities.



Main Duties and Responsibilities

- Plan and deliver creative marketing and communications campaigns to raise awareness of and engagement with Equate Scotland's work. Including events, programmes, and research
- Create targeted, engaging content including website copy, social media posts, newsletters, blog posts, video content, and promotional materials
- Produce content for a diverse range of audiences including students, professionals, career changers, women returners, employers, and policy makers
- Manage and monitor key engagement channels including the Equate Scotland website, newsletter, and social media platforms (LinkedIn, Instagram, Facebook, and X)
- Develop effective working relationships with Equate Scotland colleagues and key stakeholders to provide effective communications support to promote wider engagement with events and activities
- Use analytics tools to evaluate the effectiveness of communications, and use this to inform and modify the ongoing communications strategy
- Have an awareness of developing trends in the digital marketing and communications landscape and use this to make recommendations and changes to the communications strategy
- Liaise with external partners such as photographers, graphic designers, and printers to produce content.
- Ensure that event/activity monitoring and evaluation data related to communication and impact is compiled to satisfy reporting requirements
- To be responsible for ensuring that the information and records processed (received, created, used, stored, destroyed) on behalf of the University are managed in compliance with ALL applicable legislation, codes and policies e.g. Data Protection, Information Security and Records Management.
- Any other duties requested by the line manager and/or Director of Equate Scotland.
- Role model the University's values & behaviours.
- Be responsible for ensuring that the information and records processed (received, created, used, stored, destroyed) on behalf of the University are managed in compliance with ALL applicable legislation, codes and policies e.g. [Data Protection](#), [Information Security](#) and [Records Management](#).

PERSON SPECIFICATION

ESSENTIAL DESIRABLE

Education / Qualifications

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| • Degree or equivalent transferrable experience | ✓ | |
| • Further study in a related discipline/ Postgraduate Qualification | | ✓ |

Skills / Experience

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| • Demonstrable experience delivering organisational communications | ✓ | |
| • Experience of working on effective and creative campaigns from brief, delivery, and evaluation | ✓ | |
| • Experience of using design software, e.g. Canva, Adobe, InDesign | ✓ | |
| • Experience of using a content management system (CMS) to manage a website | ✓ | |
| • Experience of managing social media platforms | ✓ | |
| • Experience of using analytics tools such as Google Analytics 4 to monitor and evaluation communications | ✓ | |
| • Experience of creating reports to track trends and adjust communications strategy | ✓ | |
| • Experience of publishing a monthly newsletter using a CMS | ✓ | |
| • Excellent written and oral communications skills | ✓ | |
| • Ability to write across a range of styles including social media content, website copy, blog/news style, and reporting | ✓ | |
| • Excellent IT skills, including an understanding of and ability to make the most of the communication capabilities of digital media | ✓ | |
| • Confident managing own workload to manage competing priorities | ✓ | |
| • A creative mindset with a proven ability to devise content and marketing campaigns | ✓ | |



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| • An analytical mindset that is open to changing strategies to reflect engagement trends | ✓ | |
| • Ability to communicate with a diverse range of audiences | ✓ | |
| • Ability to work collaboratively and individually | ✓ | |
| • Previous experience of operating in a similar environment eg, a third sector organisation. | | ✓ |