



Job Description and Person Specification

Job Title: Marketing & Communications Officer

Department / Team: Marketing, Communications, Influencing & Engagement

Location: Central Scotland (Hybrid model with regular travel across local schools, community locations, and occasional travel within Scotland and England)

Contract: Permanent, Full-Time (37.5 hours per week)

Salary: £28,325 per annum

Reports To: Strategic Communications Lead (with daily operational support to the Senior Marketing Officer)

Role Profile

Bring your skills, experience and passion for developing compelling, engaging content to play a vital operational role for MCR Pathways. It's all about bringing that voltage to support the charity's mission to bridge the education, skills, and opportunity gap for young people facing barriers to reaching their potential through the power of mentoring. Working under the direction of the Strategic Communications Lead and providing crucial day-to-day tactical support to the Senior Marketing Officer, this role focuses on hands-on execution, gathering impact stories, producing engaging digital content, maintaining daily channels, and delivering marketing collateral.

Based in Central Scotland, this is an active, hands-on role that goes beyond a standard hybrid setup. It's going to be fast-paced, immersive and incredibly rewarding. You will regularly visit schools and community locations to gather authentic stories right where the impact happens, translating our work into vibrant digital content and compelling narratives that drive volunteer mentor recruitment, regional expansion, partnership activity and much more.

MCR Pathways is committed to safeguarding and promoting the welfare of young people. We expect you to share this commitment. That's why this post is subject to appropriate vetting, including a criminal record check and a PVG Scheme membership. You will also be required to apply trauma-informed approaches to working with young people and wider stakeholders too.

How this role fits into the team

Role	Support Tier	Scope & Primary Focus
Senior Marketing Officer	Strategic & Planning Support	Supports the Strategic Communications Lead by translating organisational strategy into actionable campaign plans, aligning key external stakeholders, managing media relations, and providing strategic direction.
Marketing & Communications Officer	Tactical & Operational Support	Serves as the hands-on production engine. Provides direct execution support to the Senior Marketing Officer by gathering content, editing media assets, managing daily channels, and delivering campaign toolkits.

Key Responsibilities

Content Creation

- Draft clear, engaging copy for social media posts, e-newsletters, website articles, and marketing collateral while strictly maintaining MCR Pathways' brand voice.
- Manage day-to-day content scheduling, community management, and channel monitoring across social platforms, responding promptly to incoming queries and comments.
- Design clean, high-quality digital and print marketing assets using Canva and existing brand templates.
- Edit short-form video content tailored for social media and digital platforms using CapCut and standard tools.

Storytelling & Content Gathering

- Travel across Central Scotland (with occasional travel to broader Scottish regions or partner locations in England) to schools, FE/HE settings,

community sites, and event locations to capture video, take photos, and conduct on-site interviews.

- Adopt a human-centered, trauma-informed approach to interview volunteer mentors, young people, school staff, and local partners to generate case studies and impact stories.
- Translate raw impact data into authentic, powerful stories that evidence long-term outcomes to funders and regional partners.

Website, Intranet & Digital Asset Administration

- Maintain and update the MCR Pathways website using WordPress, ensuring news, landing pages, and regional copy remain current.
- Assist the Senior Marketing Officer with routine content updates and administrative maintenance of the staff Intranet.
- Maintain a central digital asset library of photos, videos, toolkits, and graphic assets for cross-organisational use.

Campaign Execution & Operational Support

- Provide practical setup, asset creation, and logistical support for regional volunteer mentor recruitment drives, national campaigns, and events.
- Function as the primary operational contact for regional teams and internal departments for day-to-day communications requests.
- Compile basic performance metrics and analytics (web and social) to help the Senior Marketing Officer track campaign effectiveness.

Person Specification

Category	Essential (Required)	Desirable (Bonus)
Qualifications & Training	Professional qualification in marketing, communications, PR, journalism, or equivalent practical experience. Practical training or experience in short-form video editing and digital content creation. Current membership of (or eligibility to join) the PVG (Protecting Vulnerable Groups) Scheme.	Training in basic digital analytics, digital marketing, social media or search engine optimisation.
Experience	1–3 years' experience in a marketing, communications, or content creation role. Hands-on experience conducting interviews and shooting/editing basic video on location. Experience managing corporate or organisational social media channels. Experience interviewing individuals and writing engaging case studies or web copy.	Experience working in a charity, education, or non-profit environment. Experience using project management systems (e.g., ClickUp) to manage task workload. An understanding of trauma-informed approaches, as well as coproduction and consultation processes.

	Experience creating visual assets using Canva or basic design packages. Experience updating website content using WordPress or a similar CMS.	
Functional Skills & Competencies	Excellent copywriting, story-gathering, and proofreading skills. Practical capability in short-form video editing (e.g., CapCut). Experience developing tailored content to engage a variety of audiences across digital channels. Strong organisational skills to manage daily priorities in a fast-paced environment. Strong interpersonal skills to build rapport quickly with young people, adult mentors, partners, and colleagues. Solid understanding of safeguarding procedures, media consent, and brand stewardship.	Basic understanding of SEO, web accessibility, and Google Analytics. An understanding of strengths-based storytelling principles.

Personal Attributes	High level of empathy and a genuine passion for MCR Pathways' vision. Proactive, approachable, and highly collaborative team player. Adaptability, and abilities to deliver high quality work whilst managing competing priorities. An active listener, who is a good communicator, and adopts positive, solution-focused approaches to support task completion. Based in or easily accessible to Central Scotland, with a valid UK driving licence (or access to suitable transport) to travel to local schools and community sites.	
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