

Communications Assistant Job Description

Location	Based at our Musselburgh office, with hybrid working and occasional travel to other locations across Scotland
Reports to	Head Of Membership Communications
Direct reports	None
General overview	The Communications Assistant plays an important role in helping Scottish Land & Estates engage with members, stakeholders and wider audiences. The post holder will contribute to the creation and delivery of high-quality communications across digital, print and events channels. From creating social media content and supporting podcast production to writing pieces for our members' magazine and helping deliver major events, no two days are the same. This role provides excellent exposure to the full communications mix and offers significant opportunities for learning and professional growth. The post holder will support the communications team in its functions of creating, editing and managing written and visual communications across our social media, website, newsletters, quarterly magazine, direct mailings, podcast and supporting the delivery of high-quality events. They will also play a key role in delivering our annual Helping it Happen Awards, our opportunity to celebrate the best of rural Scotland.
Main duties and responsibilities	Create and deliver the weekly eNews and Events newsletter, developing content and editing and co-ordinating contributions, images and publication schedules.

	Support the management of SLE's online presence, including posting social media content, updating the SLE website. Support the delivery of SLE events by coordinating marketing content, sending out invitations, assisting with preparation of presentations, event assets, compiling delegate packs and other support tasks pre, at and post events. Support the delivery of online events and podcast production. Support the Digital and Marketing Officer with the production of digital content, including text, photos, videos and graphics to ensure a continuous stream of high-quality material which can be used across SLE's channels. Collate, review and format entries to the Helping it Happen Awards and provide general administrative support throughout the awards process. Help produce SLE publications, including editing and writing. Provide administrative and communications support to the Communications team. Support the production of direct communications to members via Mailchimp and other routes. Maintain SLE's photo and image library. Monitor social media and key online outlets (excluding media) for relevant content and opportunities.
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	Ensure all digital communications are brand compliant, clear, concise and consistent. Assist in the management of SLE communications mailing lists.
Other duties	Monitor performance of content across social media channels and Build capabilities within the rest of the team through sharing best practice and developing skills. Carry out any other activity as required to support SLE's communications strategy as appropriate to a role of this level and scope.