

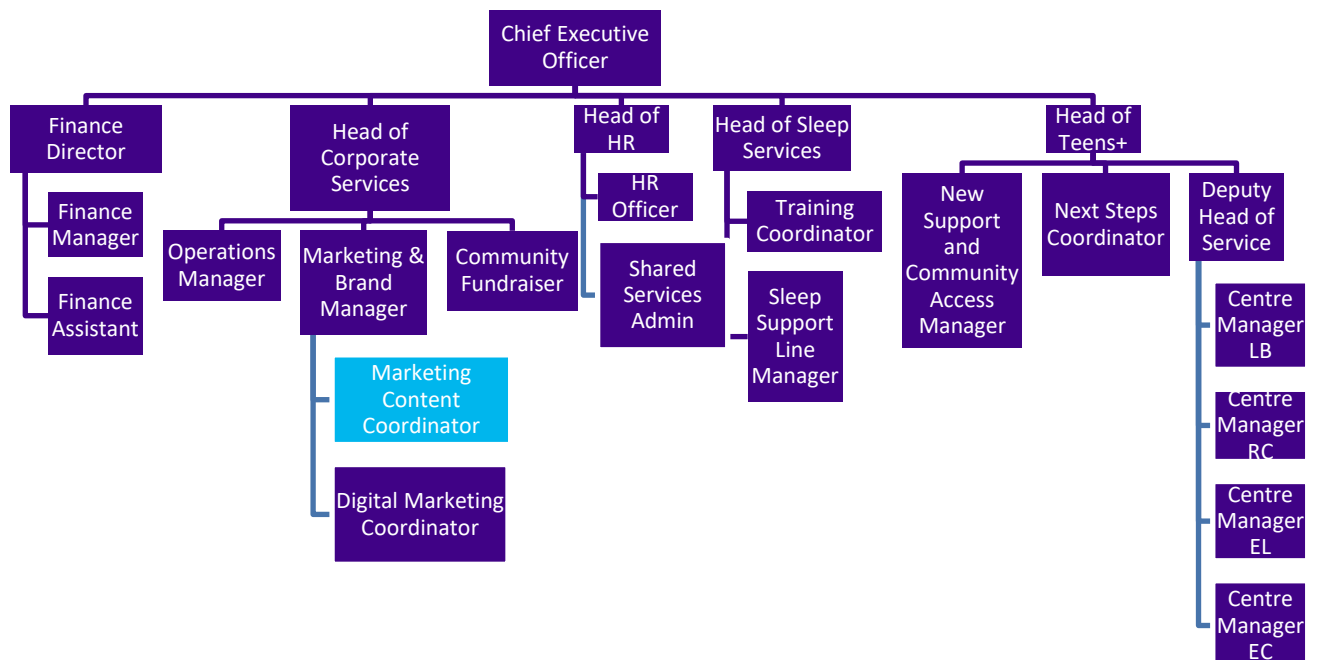
JOB DESCRIPTION

MARKETING CONTENT COORDINATOR

Purpose of the role

Reporting to the Marketing & Brand Manager, you will play a pivotal role in our brand marketing initiatives, focusing on enhancing awareness and engagement within the target audiences of the charity's services; Teens+ and Sleep Action. Your primary responsibilities will include coordinating Capella's physical media and digital channels, including websites, email, and social media. As a natural storyteller, you will create engaging and relevant content in the form of ad copy, graphics, and videos, that align with the charity's marketing objectives.

Organisational position



Principal duties

Support brand-building marketing campaigns raising profile and awareness of the charity and its services.

Embed with teams at our Teens+ centres (currently 4 centres within Edinburgh and Musselburgh) to capture student life at Teens+.

Collaborate with the marketing team to develop and execute content strategies for Capella's physical media and digital channels, including websites, email, and social media, in alignment with the charity's marketing objectives.

Create and publish engaging and relevant content, including copywriting, graphics, video, social media, email newsletters, talks and presentations, and award submissions that resonate with the target audiences of Teens+ and Sleep Action.

Develop content calendars and schedules to ensure consistent delivery of content across channels and collaborate with internal stakeholders to gather insights and ensure content accuracy and relevance.

Monitor and analyse content performance metrics against KPIs, and provide insights and recommendations for continuous improvement.

Conduct research to stay updated on industry trends, competitive landscape, and customer insights to inform content creation and optimisation.

Occasional attendance at events representing Capella.

Communication

Be open, accountable and approachable to encourage a learning culture within the organisation.

Develop relationships and networks to promote the work of Capella.

Build partnerships with other organisations that furthers the development of our organisation.

Other

This descriptor is a guide for the post holder but other appropriate duties may be necessary from time to time.

Key Metrics

Consistent delivery of high-quality content in line with marketing objectives across all channels

Brand awareness & engagement levels across traditional and digital media

Engagement with Teens+, Friends+, and Next Steps

Engagement with Sleep Action Training, Sleep Friendly Employer programme, and Scottish Sleep Support Line

Donation growth and retention of donors

Values

Our people and our values are most important to us, so any member of our team must understand and live these values:

Tailored – We always put people at the centre of our work.

Humour – Great things can be achieved when we are happy and have fun.

Resilient – Flexibility, confidence and creativity turn challenges into opportunities.

Integrity – Passion and professionalism are vital for all involved in our organisation.

Value – Everybody deserves respect and we are enriched through our differences.

Empathy – Compassion and care are in everything we do.

Key skills, attributes and experience

- A natural storyteller with the ability to take complex information and communicate it to a wide variety of audiences effectively
- Creative and enthusiastic with proven experience creating engaging and relevant content across various formats, including copywriting, graphics, and videos using digital tools (Adobe Creative Suite, Canva or similar)
- A brand builder with a track record of developing and executing content strategies across physical media and digital channels, including websites, email, and social media
- Tech-savvy with familiar with content management systems (WordPress), email management platforms (Mailchimp), social media platforms (Buffer), and analytics tools (Google Analytics)
- Excellent attention to detail and highly organised with the ability to juggle multiple projects
- Proactive and self-motivated with the ability to work autonomously as well as working collaboratively as part of a wider team
- Passionate about using your skills and knowledge to transform the lives of those who use our services
- Flexible and open to taking on new and exciting challenges, including learning new skills if and when required
- Energetic, highly motivated, with an enquiring mind and passion for excellence
- Outstanding communication and interpersonal abilities