



Wellbeing-Empowerment-Employment  
Integrating Ethnic Minority Women in Scotland

## VAW Scotland Project Marketing Officer \*(female)

<b>Job Title</b>	VAW Scotland Project Marketing Officer
<b>Job Hours</b>	Full time- 35 hours per week
<b>Accountability</b>	VAW Scotland Project Manager
<b>Salary</b>	£27,033
<b>Duration</b>	Until 30 <sup>th</sup> April 2020
<b>Based</b>	Edinburgh or Glasgow with frequent travel across Scotland

### Purpose of Job

- To develop a customer base of agencies and organisations across Scotland by effective promotion of Saheliya's Scotland-wide support services.
- To produce and disseminate publicity and marketing materials – including through social media and keeping website up-to-date.
- Attend and organise events, with the aim of maximising income generation to ensure the long-term sustainability of the project.

### Main Duties

- Together with Project Manager identify target customers
- Together with Project Manager develop a marketing strategy
- Develop marketing and publicity materials to reach market segments identified
- Attend events, networks, and conferences across Scotland to market the service
- Organise events with the Project Administrator to market the service
- Visit potential customers across Scotland to market the service and to negotiate contracts
- Ensure best practice customer care and follow up
- Work to maximise income generation and long-term sustainability of the Project

Head Office: 125 McDonald Road, Edinburgh EH7 4NW Tel: 0131 556 9302

St Rollox House, 130 Springburn Road, Glasgow G21 1YL Tel. 0141-552-6540

Email: Edinburgh: [info@saheliya.co.uk](mailto:info@saheliya.co.uk); Glasgow: [admin.glasgow@saheliya.co.uk](mailto:admin.glasgow@saheliya.co.uk) ; Website: [www.saheliya.co.uk](http://www.saheliya.co.uk)

Saheliya is a registered company (SC209861), recognised as a charity (SC020069), and regulated by the Care Inspectorate CS2004080698



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- Provide the Project Manager with information to inform income and expenditure projections and business planning
- Work with the Project Manager to refocus marketing strategy as required
- Attend regular support and supervision, social enterprise Project team meetings, and Saheliya staff meetings
- Ensure Saheliya ethos is maintained and promoted in all activities in-house and externally

## Person Specification

### Essential:

- Female\*
- Willingness to learn about social enterprise, it's ethos, and the role it plays in regeneration and employment – especially for those who face barriers to the job market
- A commitment to equalities, human rights, and social justice
- Excellent time-keeping, willingness to learn, and a positive approach to problem solving
- Good computer skills
- Excellent written and spoken communication skills
- Able to work alone and to be proactive and innovative
- Able to work well in a team and individually to maximise the success of the project
- Courteous and polite
- Experience of promotion and marketing
- Knowledge of website development
- In-depth understanding of the additional and specific problems faced by BME women in Scotland
- Experience of working with service delivery to vulnerable people.
- Commitment to equality, human rights, and social justice and to challenging discrimination
- High level of professional and personal integrity

### Desirable:

- Understanding of mental health issues
- Speaker of one or more relevant community languages
- Lived experience of the problems our service users face
- Experience of organising events
- Experience of working in the voluntary sector
- Experience of public speaking

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**Closing date for applications:** Monday 18th June 2018 (2pm)

**Interviews:** to be confirmed

**Applications to be sent to:** [info@saheliya.co.uk](mailto:info@saheliya.co.uk) or Saheliya, 125 McDonald Road, Edinburgh, EH7 4NW

**For further details contact:**

Saheliya, 125 McDonald Road, Edinburgh EH7 4NW

Tel: 0131 556 9302

Email: [info@saheliya.co.uk](mailto:info@saheliya.co.uk)

Website: [www.saheliya.co.uk](http://www.saheliya.co.uk)

**CVs will not be accepted!**

**\* The Equality Act 2010 (part 1, Schedule 9) applies to the above posts. Applications are therefore restricted to female candidates only. All posts are subject to enhanced checks by Disclosure Scotland.**

This post is funded by the Social Economy Growth Fund.



**EUROPE & SCOTLAND**  
European Social Fund  
Investing in a Smart, Sustainable and Inclusive Future

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