BETHANY CHRISTIAN TRUST

JOB DESCRIPTION – Social Media & Public Relations Fundraiser

1 JOB DETAILS

Job Title	Social Media & Public Relations Fundraiser
Line Manager	Marketing & Communications Fundraising Team Lead
Grade Level	Level 4
Spine Pt Range	23-25
FTE Salary Range	£30,817 to £32,669
Section/Unit	Fundraising and Marketing
Directorate	Income Generation
Location	65 Bonnington Road, Edinburgh, EH6 5JQ
Hours	30 hours per week
FTE	0.8
OR	Required to have a genuine and active Christian faith and commitment

2 JOB PURPOSE

Our mission is to relieve the suffering and meet the long-term needs of people who are homeless and vulnerable in Scotland. To support this mission, our marketing team aims to successfully raise our profile and impact, promote our work and services, and increase donations.

We are looking for a keen social media practitioner who is enthusiastic about promoting Bethany's work and mission through multiple social media and press channels, and a variety of formats. The ideal candidate will have an eye for impactful content and design and a vision for engaging new and existing supporters, while raising vital funds for Bethany through traditional and digital fundraising.

You will be part of the multi-disciplinary fundraising team, supporting areas including appeals, events and retail. Living out our values, you will collaborate with colleagues across the charity on marketing planning, promotion, and campaigns as, together, we work towards ending homelessness in Scotland one person at a time.

3 MAIN RESPONSIBILITIES & DELIVERABLES

Branding: **20%**

- Ensure consistency of the brand across all marketing materials.
- Develop opportunities to showcase Bethany's brand more widely.
- Work with colleagues across the organisation to promote the charity's services, messages, and campaigns.
- Adopt the Bethany brand voice in all copywriting, including social media and press releases – grounded, experienced, Christian, national/local, kind, authentic and hope-filled.

Publicity, Digital Fundraising and Social Media: **60%**

- Create and implement an engaging social media content strategy.
- Create and manage cross-channel social media advertising campaigns, including photography and video content.
- Support the Retail team through maintaining Bethany Shop social media channels and growing their online following.
- Report monthly on social media engagement across all channels.
- Liaise with and manage external agencies to communicate the Bethany story and vision.
- Write press releases and engage with members of the local, national, and third-sector press in Scotland.
- Co-ordinate digital advertising of Bethany's promotions and marketing including raising awareness of the work of the charity, supporting fundraising campaigns and promotions, policy campaigns, and events.
- Generate vital income through digital fundraising opportunities.
- Work collaboratively with teams across the charity to develop multimedia content and case studies which promote the work of Bethany.
- Liaise across teams to ensure a coordinated approach to website content, ensuring that it is up-to-date, accurate, and engaging, making good use of current and new techniques.

Team Fundraising: **20%**

- Supporting on fundraising campaigns and appeals to maximise online fundraising income.
- Support the wider Fundraising team with events, phone cover, mail processing, and participating in team meetings.

4 PLANNING AND ORGANISING

- The jobholder must be able to deliver multiple projects to strict timescales.
- The jobholder must effectively research and write press releases, confidently distributing them to local and national news desks.
- The jobholder must record key interactions and relationships on the department's Relationship Management Tool – Raiser's Edge.
- Create and maintain a clear system to track all communications and projects.
- Create a robust process for monitoring and evaluation, seeking to improve the marketing strategy.
- To undertake any further duties deemed necessary by their Team Lead or the Fundraising Manager.

5 PROBLEM SOLVING

- The jobholder is required to manage their workload and be proactive in seeking solutions to problems that arise in the course of their work.
- The jobholder must participate in campaign planning meetings, sharing and developing both ideas and solutions.
- The jobholder must be able to create compelling and honest content while exhibiting sensitivity and ensuring confidentiality when required.

6 EXPERIENCE, KNOWLEDGE & SKILLS

- Experience within a similar marketing role.
- Experience with social media management, including content planning and creation.
- Experience with multi-channel marketing campaigns.
- Production of marketing materials and communications for a variety of functions and audiences.
- Proven copywriting abilities, especially in a social media context.
- Experience working collaboratively with internal stakeholders, agencies, and working on cross-departmental initiatives.
- Knowledge of current trends and new techniques in marketing and campaigns.
- Knowledge of current social and political issues.
- Creative with the ability to develop and implement a programme of new ideas.
- Ability to work both alone and collaboratively.
- Excellent written and verbal communication skills.
- Understanding of and ability to work within brand guidelines.
- Strong IT skills and experience in basic editing of websites or content management systems.
- Creative and design skills, and experience in using tools such as Canva/Adobe Express to create content and support campaigns.
- Ability to shoot and edit video and photographic imagery.
- Ability to contribute creative ideas, digest information and translate them into stories.
- Good organisational skills, ability to work flexibly, prioritise workloads, manage competing demands, and work under pressure and tight deadlines.
- Ability to network and create good working relationships with people and organisations at all levels.

7 ADDITIONAL REQUIREMENTS & INFORMATION

- The job holder will work out of our office in Leith, with the opportunity of home working. However, on occasion travel to other locations across Scotland will be required for events and gathering marketing content.
- Flexible working will be required to cover social media over weekends (this is on rotation) and fundraising events. Overtime can be redeemed as time in lieu.

- Commitment to the aims and vision of Bethany Christian Trust and an ability and desire to demonstrate our values (Love, Serve, Value) in your work.
- Commitment to work alongside and supporting volunteers.
- Employees are expected to undertake any other reasonable and related tasks allocated by their line manager.
- Required to have a genuine and active Christian faith and commitment.
    - Bethany Christian Trust seeks to put Christian love into action and demonstrate the transforming impact of the Gospel in all that we do. Love is our standard, we serve others and we value the whole person. We actively promote these values at all levels of the organisation and our public voice aims to be consistent with our internal practice.
    - The post holder will be expected to promote a common understanding of what the organisation's values mean, and critical to success, consistently model the values in all activities and relationships.
    - The post-holder is required to participate in and occasionally lead Christian worship in a work setting, respond to questions about the Christian faith from personal experience, and communicate publicly as an ambassador for Bethany in order to contextualise Bethany's vision of working with vulnerable people as an expression of Christian love in action.

8 CREATION AND REVISION

Created	15/11/2021
Reviewed	28/10/2026