

ABOUT SIMBA

SiMBA is a charity registered in Scotland, yet our services reach across the UK and Ireland. SiMBA exists to support families and those close to them whose baby has died at any stage of pregnancy or around the time of birth. SiMBA supports anyone who has lost a baby no matter how recent, or how long ago the loss was. SiMBA donates our precious Memory Boxes to maternity and gynaecology wards, neonatal units, and hospices so that families can ideally be offered a Memory Box at the time of their loss, using their Memory Box to honour their baby and where possible, create memories of precious time spent together.

SiMBA also refurbishes Family Rooms in hospitals, installs memorial 'Trees of Tranquillity' and by the Trees holds memorial events such as Butterfly Releases. SiMBA holds annual Wave of Light services during Baby Loss Awareness Week. SiMBA also aims to offer and enhance support available to bereaved parents through our Safe Space Support Groups and healthcare professional training. At SiMBA we respond to the needs of those affected by the loss of a baby.

PACKAGE DESCRIPTION

Job Title: Communications and Digital Officer

Office location: McSence Business Park, Mayfield, Midlothian, EH22 5TA

Reporting to: Head of Fundraising and Communications

Term: Permanent

Hours: This is a full-time post at 37.5 hours per week, that can be hybrid working, home or office based

Remuneration: £25,000 – £27,000 P.A, annual leave entitlement of 33 days per year, inclusive of public holidays, which increases to 35 days after 2 years' service, Nest Pension

Flexible Working: We want to make sure that we find the right people to work in our team and we know that the traditional 9-5, five days a week doesn't suit everyone. So, we would love to hear from you if you feel you're a great fit for this role and would like to work flexibly. If you are the right person for this role, we'll find the right working approach for you.

JOB INTRODUCTION

Our mission is to respond to the needs of those affected by the loss of a baby through delivery of our core services. We believe that anyone bereaved through baby loss deserves the opportunity where possible to make memories with their baby as well as have ways to remember and honour them for years to come, no matter what stage of their pregnancy or how long ago their loss occurred.

This is an exciting time for SiMBA as we aim to grow, deepening the quality of our services and expanding our reach. With responsibility for proactively developing our organisational communications across various channels, the newly created Communications and Digital Officer will be an integral part of achieving our ambitious targets. Reporting to the Head of Fundraising and Communications, you will be working for a busy, growing charity with a team who are passionate about enhancing the experience of families and individuals affected by baby loss.

You must be able to work with an empathetic approach and be comfortable in a bereavement care environment. SiMBA provides strong internal support through our induction processes and regular check ins and external supervision is also available; there are dedicated employees taking care of our support services for you to signpost someone onto.

MAIN RESPONSIBILITIES

Overview

This role will be integral in developing our communications and extending our reach. An excellent communicator, you will have the ability to engage a range of audiences and have a passion for delivering the highest standard of work. With a creative eye and attention to detail, you will bring skills to expand our reach and increase engagement across a variety of channels.

Social Media

- Manage all social media channels, developing processes to achieve the highest quality content and engagement
- Work with the team to create a calendar of content across all social media channels
- Create and deliver a programme of engaging content
- Work with the team to develop and implement campaigns, including fundraising and awareness, across social media channels
- Monitor and respond to comments and messages
- Grow reach across social media channels
- Drive traffic to the website
- Evaluate performance and make recommendations based on results

Website

- Work with the Head of Fundraising and Communications to develop and maintain a high-quality website
- Update content as required

Communications

- Work with the Head of Fundraising and Communications to develop brand guidelines and corresponding toolkit
- Support on the development and implementation of digital campaigns
- Work with the team to ensure all communications are developed within brand guidelines
- Contribute to the development of marketing materials including newsletters and promotional products to ensure quality and consistency
- Assist with production of multi-media content
- Support the team with media releases and media enquiries

Reporting

- Monitor and evaluate performance across social media channels and website, providing analysis and recommendations for continued improvement
- Provide monthly reports and analysis of social analytics and testing results

Other

- Participate in the planning, organisation, and delivery of the Communications strategy to meet or exceed targets
- Other tasks relevant to role as required

WORKING ENVIRONMENT

We foster a positive working environment which promotes employee wellbeing, collaboration, growth, and goal attainment.

SIMBA is going through an exciting period of growth and are building our team to further deepen the quality of our core services. We have a strong and supportive team ethos where all members pull together in the interests of fulfilling the charity's objectives.

We all take collective responsibility for our culture because we know it has a ripple effect out across our brand. That's why our culture of inclusion at work and our people are at the heart of everything we do.

Given the sensitive nature of SIMBA's work it is essential that discretion is exercised, and confidentiality is maintained, with a mature, professional, and empathetic approach applied to all areas of work.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

<i>Essential</i>	<i>Desirable</i>
<p>Knowledge and Skills</p> <ul style="list-style-type: none"> • Excellent verbal and written communication skills, with the ability to communicate with a range of people across different channels • Knowledge of managing social media channels and accompanying tools e.g. Hootsuite • Awareness of how to tailor content to different audiences and channels • Ability to demonstrate empathy and sensitivity when interacting with beneficiaries and to communicate appropriately • Innovation skills around developing content, bringing a creative and constructive approach • Highly organised with excellent attention to detail and effective time management skills to manage a diverse and demanding workload • IT literate in Microsoft Packages • Keen to learn, strive for continuous improvement, and make a difference • Understanding of, or interest in, bereavement care • Willing to pull together and "muck in" as part of a team 	<ul style="list-style-type: none"> • Understanding of social media use in a charity context • Valid driving licence
<p>Qualifications</p>	<ul style="list-style-type: none"> • Relevant professional qualification
<p>Experience</p> <ul style="list-style-type: none"> • Experience of working in a communications setting • Demonstrable success in delivering effective communications • Experience in successful project working • Planning and contingency skills relevant to this post 	<ul style="list-style-type: none"> • Experience of data analysis and accompanying systems • Experience of working within the third sector