

# Job Specification

October 2024

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<b>JOB TITLE</b>	Youth & Events Lead in Scotland
<b>WORK BASE</b>	Aid to the Church in Need, Motherwell Office, Scotland
<b>RESPONSIBLE TO</b>	Manager of Operations in Scotland
<b>COORDINATING WITH</b>	Head of Community Outreach Community Fundraisers Resources Development Lead Fundraising & Marketing team Accounts Department Press & Public Affairs ACN Trading Department

## MAIN PURPOSE

Reporting to the Manager of Operations in Scotland this post will provide key logistical and administrative support. The Youth & Events Lead in Scotland will contribute to the objectives set out in Aid to the Church in Need (ACN) UK's overall strategic plan, focusing on agreed aspects of the fundraising and marketing strategy, which contribute to the effective fundraising and awareness raising and ACN's core aim of providing more aid to the Church in need.

The postholder will be responsible for engaging increasing numbers of schools in ACN's Membership programme, fundraising initiatives, and developing new initiatives and resources working strategically with the Community Fundraiser in Scotland. You will also be providing support for organised ACN events in Scotland, as well as taking responsibility for running tailored events.

This post will help to build the profile of Aid to the Church in Need in Scotland, by increasing awareness of our work through primary and secondary schools and parish youth settings and by developing involvement and fundraising from within the Catholic community.

The main area of responsibility for schools and events is the central area of Scotland.

## RESPONSIBLE FOR

Key areas of responsibility include but are not limited to:

### Schools, Youth Settings, and General Outreach

- Reach out to Scottish primary and secondary schools and youth settings in the central area of Scotland.
- Grow strong relationships with the Community Fundraiser in Scotland preparing an engagement strategy and collaborating in key shared areas.
- Develop and facilitate initiatives/programmes and resources to be offered to the above groups within a given diocese or throughout the Scottish dioceses as well as sharing resources to develop organisation-wide initiatives.
- Contribute to the design of publicity materials for ACN in Scotland initiatives; logos, banners, flyers, posters, and badges whilst sourcing the best value-for-money printers.
- Liaise with the administrative staff to mail out literature and other items, to foster links between ACN and these key groups.
- Develop and deliver themed presentations and workshops; organise mailings to contact targeted groups/areas. Follow this up with appointments.
- Support the office diary with planning of annual and other events in Scotland and liaising with the Community Fundraisers to support the organisation-wide events diary.
- Grow and develop our social media presence in collaboration with the Marketing team to maximise engagement with ACN initiatives and campaigns. This includes follow-up with schools after engagement and feedback to relevant stakeholders.

- Produce post and pre-event information and photos via the Manager of Operations in Scotland to Fundraising and marketing teams and other stakeholders for Scottish press releases.
- Represent and promote ACN Scotland at key sector events; Caritas Awards, CHAPS Conference, CHAS Conference, Diocesan R.E Dept Events and other educational conferences and meetings.
- Attend and participate in community outreach conferences and national planning meetings.
- Promote and deliver the ACN Youth Membership in line with the overall community outreach strategy.
- Liaise with the Resources Development Lead in building relationships with Scottish schools and the Scottish Catholic Education Service.

### **Events Planning and Social Media**

- Administratively responsible for all ACN events in Scotland, in close cooperation with the Manager of Operations in Scotland, the Community Fundraiser for Scotland, Administrative Support in the Scottish Office and the Fundraising and Marketing Team. Responsible for promoting events via social media posts leading up to and during events. Using social media after events to recognise success and encourage future engagement.
- Develop and maintain a dynamic presence on ACN in Scotland's social media platforms throughout the academic year using data to promote and develop new and existing relationships.
- Deliver advance and post media publicity. In collaboration with administrative staff, order and prepare trading stock, literature and display materials.
- Prepare mailings, create and send out invitations to ACN events in Scotland using data from our charity database The Raiser's Edge.
- Attend and lead local evening and weekend events as required.
- Responsible for events photography and film.
- Administration of trading stock for events, including stocktake and returns.
- Assemble, with the Manager of Operations in Scotland, monitor and evaluate information for each event and prepare checklists and templates for similar future events.

### **ACN Supporters and Administrative Tasks**

- Identify and encourage prospective supporters/volunteers in consultation with the Community Fundraiser for Scotland.
- Communicate regularly with key stakeholders by creating a quarterly digital newsletter.
- Assist the Manager of Operations in Scotland in the preparation of statistical and other information for quarterly board reports as required.
- Answer incoming telephone calls, including dealing with enquiries, taking donations, Masses, Trading orders and processing any relative administration.
- Co-ordinate ACN volunteer involvement at events; assemble volunteer rotas working with the Manager of Operations in Scotland.
- Attend and participate in the Advisory Board meetings,
- Any other duties commensurate with the role

### **EXTERNAL AND INTERNAL RELATIONSHIPS**

This role will also develop strong working relationships and liaise with the Community Outreach team and colleagues across Departments in other offices as well as external organisations and individuals such as Benefactors, members of the Clergy, Teachers, Students, Parishioners, Diocesan R.E Advisors, The Scottish Catholic Education Service, the Catholic Media Office.

### **PERSON SPECIFICATION**

- Excellent verbal and written communication skills.
- An eye for detail.
- IT literate: Microsoft Office suite including Excel, Word and PowerPoint essential

(including mail merging using Excel and Word).

- Ideally experience in Canva and other online design platforms
- Friendly and professional telephone manner.
  
- Strong organisational skills – able to prioritise and willing to “own” distinct areas of work.
- Creative and practical.
- A self-starter, able to work both independently and as part of a team.
- Tenacity, persistence and flexibility.
- Willing to learn and ability to work well under pressure.
- Experience of working in a school environment
  
- Motivated by the cause supported by Aid to the Church in Need, with an in depth understanding of the Catholic Church.
- Ideally experience of or an interest in the charity sector.
- Experience of organising events ideal but not essential.
- An advantage but not essential to have access to school contacts and school networks.

The post holder must have a driving license and access to a car.