**Job title:** Engagement and Outreach Officer

**Reporting to:** Head of Communications & Digital

**Salary:**  circa £23,000 pro rata + 5% pension

**Hours:**  Part time (21 hrs p/w)

**Based:** Home working until at least March 2021, with access to one of our offices in Edinburgh or Glasgow

**Start date:**  ASAP

**About Firstport**

The Firstport Group is Scotland’s leading agency for supporting social entrepreneurs, social enterprises and purpose-led businesses. Encompassing Firstport for Social Entrepreneurs and FirstImpact, the group has over 12 years’ experience supporting thousands of entrepreneurs to develop, start, and grow their businesses.

Firstport is Scotland’s development agency for start-up social enterprise. We support early stage social enterprises and highly-motivated people to test, refine and grow their ideas into viable social businesses. We provide a package of support that includes seed funds, business advice, training, practical tools and connections to help social entrepreneurs make their ideas a reality.

In 2019 we launched our strategy, [Increasing Social Impact Through Entrepreneurship,](https://www.firstport.org.uk/wp-content/uploads/2020/01/Firstport-strategy-Increasing-impact-through-entrepreneurship.pdf)with a focus on increasing our capacity to support the growing interest in social entrepreneurship and playing a more purposeful role in shaping the wellbeing economy in Scotland. While we continue to pursue the principles outlined in the strategy, we are doing so with a renewed and refreshed focus, taking into account the context in which we now operate, and the need to respond to a different future.

We are committed to equality, diversity and inclusion, and we aim to recruit and retain the best candidates from the widest pool of talent, one which reflects the communities we serve.

We strive to create an environment where everyone can be themselves and do their best work. We offer:

* A generous holiday package- 25 annual leave entitlement, plus bank holidays. Office closure the days between Christmas and New Year
* Pension scheme
* Flexible working
* An Employee Assistance Programme, which provides access to a range of support relating to work/life balance, physical, emotional, and mental health
* Bike-to-work scheme

Find out more about us on our website - [www.firstport.org.uk](http://www.firstport.org.uk)

**Job description**

To offer the best experience to Firstport’s current and prospective customers, as well as develop strong relationships with our stakeholders to help increase awareness of, and access to our programmes.

**Key duties & responsibilities:**

Customer Experience

* First port of call for individuals or awardees looking for information about Firstport’s programmes and funding. You will be responsible for:
	+ Providing in depth, accurate and up to date knowledge about each of our programmes to help individuals assess if/how our programmes can support them
	+ Signposting them to other sources of information, funding and/or support
	+ Helping Firstport clients to navigate the social enterprise and start-up landscape
* Undertake all administrative tasks required as part of the enquiries process
* Support the organisation of Firstport events (online and face to face) in liaison with the Executive Administrator, Comms and Awards teams
* Review existing digital and hardcopy information, identifying improvements based on client experience and work with the Comms & Digital team to produce, edit and distribute it
* Work with Relationship and Programme Managers to understand the needs of social entrepreneurs and identify improvements to our programmes

Outreach

* Develop and build positive relationships with key stakeholders to help increase awareness of, and access to our programmes. We are particularly keen to engage with communities who face additional barriers to accessing our support, including BAME communities, people living in rural areas and disabled people
* Represent Firstport in a variety of settings including presentations and talks, exhibitions and events to inform potential social entrepreneurs and stakeholders about our work
* Be a point of contact for our partners and stakeholders across the social enterprise sector and entrepreneurial ecosystem

Communications

* Support the Comms & Digital team to create and disseminate relevant content across a range of channels that targets and responds to our key external and internal audiences:
* Undertake case study interviews and, where appropriate, write them up to use on our website, social media, or publications
* Research useful information, tools, and events for our clients, and feed these into the monthly newsletter
* Engage with and improve internal communications processes, ensuring all colleagues are aware of team/service activities
* Support the Comms & Digital team by monitoring our social media platforms and/or website’s live chat function to provide real-time responses to enquiries

Research & Data

* Maintain knowledge of grant giving bodies, the social enterprise sector and any trends that are relevant for our clients and regularly update the wider team
* Maintain knowledge of relevant research and policy developments, particularly in relation to social enterprise, start ups and purpose-driven businesses
* Proactively use internal data to identify user trends, geographical/sector cold spots and undertake outreach or promotional activities resulting from the insights
* Keep records and analyse data which assist the evaluation of the effectiveness of the enquiries function
* Contribute to internal and external reporting for the team, board and funders

General

* Proactively contribute to Firstport’s diversity and inclusion strategy activities

**Person specification - skills and key qualities**

We are looking for talented people from a wide range of backgrounds and communities. Whether through lived or gained experience, or both, you will understand and share a passion for what we do.

**Essential**

* A people-person, able to build a rapport with individuals from different backgrounds and communities
* Previous experience in a customer-facing role
* Excellent communication skills, both oral and written
* Confident speaking in public and delivering presentations
* Able to build and maintain productive working relationships with all stakeholder groups
* A curious person, with excellent research and analytical skills
* Able to work in conjunction with other internal functions e.g. Operations, Business Development, etc.
* Digitally confident – proficient using a range of digital tools including MS Office suite, Google suite, etc.
* Clear thinker, who can set own priorities, objectives, and plans – and manages time accordingly
* Ability to work largely self-directed

**Desirable skills/attributes**

* Understand the issues in the social enterprise and start up ecosystems in Scotland
* Some experience of using social media platforms, CMS, and CRM systems e.g. Salesforce, WordPress
* Understanding and/or interest in user-centered design