**Job title:** Engagement and Outreach Officer- Maternity Cover

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

**Salary:**  Circa £24,000 pro rata + 5% pension

**Hours:**  Part-time (21 hrs p/w). One-year fixed term contract.

**Based:** Home working with access to a shared office space in Edinburgh

**Start date:**  May 2024

**Job description**

Working within the Communications & Digital team, the Engagement and Outreach Officer has in-depth knowledge of all Firstport’s programmes, can confidently point prospective clients towards the best starting point in their journey into social enterprise and produces high-quality content that reaches and resonates with diverse audiences to increase awareness of, and access to our programmes. They also lead outreach activities that build and nurture strong relationships with all our stakeholders.

**Key duties & responsibilities:**

Outreach

* Work with the team to develop and implement an outreach strategy that supports Firstport’s programmes.
* Undertake outreach activity, representing Firstport in a variety of settings including presentations and talks, exhibitions, and events to inform potential social entrepreneurs and stakeholders about our work.
* Effectively collaborate and develop positive relationships with organisations such as local social enterprise networks, third sector interfaces and the Scottish entrepreneurial ecosystem. We are particularly keen to engage with communities who face additional barriers to accessing our support.
* Support the organisation of Firstport events (online and in person) as required.
* Maintain clear records and calendars of outreach activities (including networking events, workshops, and partner meetings).
* Maintain Firstport’s contacts and stakeholder’s database.

Communications

* Adhering to our brand guidelines and messaging framework, create and disseminate content in a variety of formats and across a range of channels. This may include case studies, articles, interviews, and videos, amongst others.
* Publish the monthly newsletter.
* Review existing digital and hardcopy marketing materials, identifying improvements based on client feedback. Work with the Comms & Digital team to produce, edit and distribute it.
* Identify and improve internal communications processes, ensuring all colleagues are aware of team/service activities.

Customer Experience

* Respond to enquiries from individuals looking for information about our programmes and funding. This includes:
  + Providing in depth, accurate and up to date knowledge about our programmes by email or phone
  + Signposting to other sources of information, funding and/or support
  + Helping Firstport clients to navigate the social enterprise and start-up landscape.
* Undertake administrative tasks required as part of the enquiries process.
* Build customer feedback loops, identifying improvements to our enquiries process and implementing changes as a result.

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 team.
* 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 assists the evaluation of the effectiveness of the enquiries function and communications efforts.
* Contribute to internal and external reports 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.
* Excellent communication skills, both oral and written.
* Experience of producing creative content in a range of formats.
* Confident speaking in public and delivering presentations.
* Experience of building and maintaining productive working relationships with a range of stakeholder groups.
* Curiosity, with excellent research and analytical skills.
* Some previous experience in a marketing, communications or outreach role.
* A team player with a can-do attitude, able to work in conjunction with other internal functions e.g. Operations, Business Development, etc.
* Good organisational skills, able to plan and coordinate competing priorities.
* Digitally confident – proficient using a range of digital tools including MS Office suite, Google suite, Content Management Systems, etc.
* Clear thinker, who can set own priorities, objectives, and plans.
* Ability to work largely self-directed.
* Promote and adhere to the Firstport values and be able to demonstrate these through behaviours.

**Desirable skills/attributes**

* Understand the issues in the social enterprise and start up ecosystems in Scotland.
* Experience using social media and graphic design platforms, and CRM systems e.g. Salesforce, Canva, Hootsuite.
* Understanding and/or interest in user-centered design.