



## Communications & Marketing Manager Job Description

<b>Role:</b> Fundraising & Marketing Manager	<b>Salary:</b> £35,300
<b>Reports To:</b> Managing Director	<b>Type of contract:</b> Full-Time (35 hours per week)
<b>Location:</b> Easter Road Stadium, Edinburgh	<b>Start Date:</b> Negotiable

### About the Hibernian Community Foundation

The Hibernian Community Foundation is the charitable arm of Hibernian Football Club, leveraging the power of football and sport to drive meaningful social change. The Hibernian Community Foundation implements a range of community-focused projects through its dedicated Community Hub and beyond, fostering inclusion, wellbeing, and connection across communities. Our services are designed to support diverse needs, promote social engagement, strengthen community resilience and respond to poverty, loneliness and isolation.

The Hibernian Community Foundation is embarking on an exciting period of growth and development while continuing to support some of the most vulnerable members of society.

### Job Overview:

We are seeking a dynamic, experienced and passionate manager to lead on all matters relating to communication and marketing. You will be expected to engage with a wide range of stakeholders throughout The Foundation to understand all programmes and activities in operation, helping to make all published material insightful, impactful and, above all, memorable.

You will work closely with Hibernian Football Club's Media and Marketing Teams, developing content and design that will appeal to audiences that belong to both the Foundation and the Club. As the Communications & Marketing Manager, you are expected to lead on developing a communications strategy, building upon the platform created and in place, while engaging with the wider PR and Media sector locally, regionally and nationally.

You will manage budgets to buy-in external support if and when such support is needed; for example, for digital and graphic design, digital media, and website development.

### Key Responsibilities and Accountabilities:

- To develop and implement a Communications Plan, building on key elements already in place.
- To produce content for our website and social media channels.
- To lead on producing all promotional materials, digital and print.
- To produce marketing campaigns using, where needed, agency support.
- To maintain and enhance (with commissioned technical support) the Foundation's website.
- To lead on creation of all web-articles, pushing to the Football Club for wider publishing where relevant
- Work closely with fundraisers on the operations and promotion for large Foundation income generation and appeals.
- To lead on idea-creation for promotional videos for campaigns.
- Liaise with key stakeholders, such as club individuals and partner organisations, on promotional materials.
- Devising content for social media channels, and sourcing images.
- Be a key member of the Senior Management Team (SMT) and work collaboratively to refresh and deliver the Foundation's strategic priorities and messaging.

### Key Outcomes:

- Setting targets and monitoring performance in key communications metrics.
- Managing all social media channels and content.
- Managing photographers and videographers to produce powerful visuals.
- Managing print and digital displays in the stadium, liaising with club staff when required.
- Producing articles for the Foundation's website and when appropriate, club publications.
- Drafting, issuing press releases and liaising with the pr and media sector.
- Liaising with club staff to involve playing squad and coaching staff in Foundation activities.
- Updating the website (WordPress) and enhancing its look and functionality.
- Producing case studies that provide greater insight into the impact of the Foundation's work.
- To plan for future events while working on ongoing projects.

- With Heads of department, create marketing/communication/PR plans for key events including service delivery for vulnerable people, holiday football camps, football festival fundraisers, Kiltwalk, Christmas appeal, etc.
- Working collaboratively with the Club team to identify opportunities to promote the work of the Foundation across Club channels.
- Compiling communication and marketing updates for the Foundation's Board.
- With fundraisers, lead on appeal campaigns/fundraising initiatives to maximise income where possible.
- Work with steering committees to organise prizes and donations for fundraising campaigns.
- Organise regular fundraising equipment for ongoing fundraising efforts
- Take videos and photos for promotional activities, editing where necessary
- Manage events operations for Fundraising and Community events, working with the wider Foundation and Club teams.

## Required Knowledge, Skills and Experience

### Essential

- Educated to degree level or equivalent.
- Superlative writing skills.
- A minimum of three years' experience in communications and marketing.
- Experience of managing a budget and working with external agencies.
- Able to manage a diverse workload, prioritise needs and manage your own time.
- Ability to adapt in real time to external events.
- Event management experience.
- Knowledge of fundraising

### Desirable

- Experience of maintaining a WordPress website.
- Experience of graphic design software.
- Experience of supporting fundraising campaigns/events with PR, Communications and Marketing
- Experience of video-editing software
- Driving license.

## Dimensions and Scope of Job

### Scale

- All Communications and Marketing elements published from the Hibernian Community Foundation are done so with the approval from the Managing Director/ Communications and Marketing Manager, sometimes with collaboration from the Hibernian Football Club. As the new Communications and Marketing Manager, you will have the opportunity to work closely with Hibernian FC, whilst being a senior decision maker within the Hibernian Community Foundation.

### People Management

- With no full-time direct reports, you will have management responsibilities for volunteers and event staff on occasional Foundation event days.

### Internal Relationships

- You will work closely with the Managing Director, Head of Community, Head of Football and all internal Foundation colleagues to create and discuss marketing and communication materials, understanding the needs of the Foundation to enhance published content. You will also be a member of the SMT and work closely with staff from Hibernian Football Club, predominantly from Media and Marketing teams, but not limited to other areas, including Ticketing, Hospitality and Facilities, among others.

### External Relationships

- You will be the key contact for external suppliers, including website upkeep, fundraising/auction providers, content contractors and suppliers, contractors and suppliers for events, print and signage suppliers and others when needed. You will also be a key point of contact for the PR and Media sector, and the need may arise to work with external stakeholders (such as donors, Board Trustees and further partners) on Fundraising Campaign Steering Committees.

### Financial Management

- You will be required to adhere to The Foundation's Financial Policy, spending designated budget funds when approved. For large-scale campaigns and fundraising activities you will work closely with the Managing Director to form budgets that are suitable and reasonable for The Foundation.

## Terms and Conditions:

The Key Responsibilities, Required Knowledge, skills and Experience reflect the requirements of the job at the time of issue. The Hibernian Community Foundation reserves the right to amend these with appropriate time and consultation.

### Details and Benefits:

- 27 days leave per annum plus 8 bank holidays
- Flexible and Hybrid working where required
- Pension scheme
- Two complimentary tickets to home games at Easter Rd Stadium
- Staff discount scheme (Perkbox)