**LOWLAND RESERVE FORCES' AND CADETS' ASSOCIATION**

**JOB DESCRIPTION**

**Job Title:** Communications Assistant **Pay Band:** E1

**Department:** Engagement

**Line Manager:** Head of Communications (Hd Comms)

**Countersigning Officer:** Head of Engagement

**General Description:**

To provide functional and administrative support to the Head of Communications.

**Specific Responsibilities/Duties**:

1. Maintain and develop Lowland RFCA’s website [www.lowlandrfca.org.uk](http://www.lowlandrfca.org.uk)
2. Under the oversight of the Head of Communications, monitoring, analysis, content creation and scheduling for all Association social media platforms:
   1. Facebook
   2. Instagram
   3. Twitter
   4. LinkedIn
   5. YouTube
3. Content creation abilities to include:
   1. Video creation (iMovie or equivalent)
   2. Graphic Design (Canva or Photoshop)
   3. Copy-writing (excellent grammar and attention to detail essential)
   4. Photography
4. Assist with external communications in the form of:
   1. Newsletters (digital and printed)
   2. Emails (ability to use Mailchimp or equivalent)
   3. Reports and Presentations
5. Support the Head of Communications to liaise with those involved in Recruit Marketing and Publicity, Communications and Engagement matters including:
   1. UK, Scottish and local Government
   2. Business and community organisations
   3. Employers of Reservists
   4. Contact points in single Service Chains of Command
   5. Reserve Forces Units
   6. Cadet Units
   7. Other RFCAs and the Council of RFCAs
   8. Youth Organisations in Scotland
   9. Lowland RFCA Members
6. Assisting the Hd Comms to plan, co-ordinate, and manage Lowland RFCA’s support to Reserve Forces and Cadets recruiting and marketing
7. Database support and management
8. Association and Engagement event support
   1. Assist with the preparation of calling notices, agendas, briefs and minutes
   2. Assist with the preparation, setting up and delivery of meeting
   3. Attend as required
9. Provide support for meetings for Hd Comms, and deputise when required
10. Input procurement orders and invoices
11. Provide and receive assistance during periods of increased workload and holidays
12. Administratively support the Head of Communications as needed
13. From time to time, to carry out any other duties as required by line management
14. Perform duties in a manner that is compatible with safe working practices and in accordance with Lowland RFCA’s SHEF Policy Statement