

## **Digital and Events Coordinator (Fixed term up to 12 months)**

**Salary: £26,000 - 29,715 (Dependent on experience, pro-rata)**

**Location: Hybrid (work from Glasgow office 2 days per week)**

**Hours: Part-time - 28 hours**

### **Welcome**

Thank you for your interest in working for Peer Works. Being part of our staff team is an excellent way of playing a part in creating a prosperous Scotland. Our Digital and Events Coordinator plays a key role in supporting micro, small and medium businesses, social enterprises, charities and public sector organisations to work better, and smarter by offering a platform where peers can share knowledge and experience.

We are an equal opportunities employer and positively encourage applications from suitably qualified and eligible candidates regardless of sex, race, disability, sexual orientation, age, or religion or belief. We are particularly interested to hear from applicants with a disability, or from a black, asian or minority ethnic background.

We are committed to achieving high standards of quality in recruitment and to ensuring that our appointments are made solely on the basis of merit and that you are treated in a fair and equitable manner.

We look forward to receiving your application.

A handwritten signature in black ink, appearing to read "Sara Thiam".

**Sara Thiam**

**Chief Executive Officer, Prosper**

## **About Peer Works**

Peer Works helps plug a gap in Scotland's productivity and business efficiency by providing a platform for people who want to learn how to do things better and smarter in their business or organisation.

With over 2,500 members, our regional monthly learning sessions help businesses to power up their productivity. And it's all completely free for members.

Peer Works (formally Productivity Club Scotland) was launched in 2019 by Prosper (Scottish Council for Development and Industry) and is run in partnership with the Scottish Government.

## **Working for Us – Benefits**

- Friendly, inclusive environment and with the flexibility of a hybrid model of working (mix of home and office)
- Generous holiday allowance of 36 days (plus 3 days for Festive closing)
- Cycle to work Scheme
- Defined contribution scheme provision – we contribute twice the employee contribution to a maximum of 10%.
- Life Cover x 4 salary

## **The Role**

We are looking for a creative and proactive Digital and Events Coordinator to join our small and friendly team. You will support the Programme Manager to successfully deliver and promote the Peer Works programme. Excellent organisational and communication skills are essential to ensure that our busy events calendar is coordinated and promoted effectively. You will also be responsible for creating engaging content for Peer Work's online platforms and communications to promote the events and wider impact of Peer Works.

## **Main Duties**

- Manage social media and communications channels including design of social media cards and newsletters and sourcing content for campaigns.
- Create content for use on social media, website, newsletter and any other communications.
- Liaise with external partners/agencies for communications and promotion of Peer Works and events.
- Create and maintain marketing lists for different audiences within Peer Works
- Keep the Peer Works website and Eventbrite up to date with event information, resources and news.
- Event promotion and communications to achieve desired delegate numbers at events and ensure that all delegates and speakers have the information they need.
- Collate members' feedback using regular surveys, direct emails, or phone calls and store the results.
- Set up and run online events including use of breakout rooms and polls, saving recordings of events, and tracking attendance.
- Save all event information, from various sources, accurately to the CRM to allow monthly reporting.
- Reporting – save survey responses into monthly polling/feedback sheet. Save social media statistics monthly.
- Assist the planning and delivery of in-person and virtual events including sourcing and liaising with venues, speakers, delegates, suppliers
- Keep members data up to date, and in line with GDPR, in all shared spaces, including clearing out unused or inaccurate data.
- Create and edit videos to be added to Peer Works's online resources or on social media.
- Assist the programme manager to increase membership and Peer Works's visibility.
- Conduct desk research and reach out to lists of organisations/potential member to create and maintain a database of relevant organisations.
- Provide guidance for Modern Apprentice on tasks related to Peer Works
- Proof read communications and documents for others.
- Contribute to idea sessions with the Programme Manager and wider team.
- Any other general admin duties as assigned.

## **Skills, Knowledge, Experience**

### **Essential**

- Excellent written, communication, and organisational skills.
- Working knowledge of Microsoft Office (particularly Excel).
- Tech savvy and ability to learn new systems.
- Experience with two or more of the following: CRM systems, WordPress, Mail Chimp, Survey Monkey, Eventbrite, SharePoint, Microsoft Teams, Canva, and Zoom.
- Understanding of using social media as a communication tool and familiarity with common platforms.
- Creativity to develop and implement new ideas and solutions.
- Happy to work using own initiative, once training is complete.
- Experience of working with a remote or hybrid team.

### **Desirable**

- Previous experience with social media campaigns and pay-per-click.
- Previous experience with high quality video and image editing (ideally Adobe Suite).
- Previous experience with Microsoft Dynamics and Power Automate.
- Experience or interest in working with small to medium enterprises.

### **How to Apply**

To apply please send your CV with a covering letter outlining why you feel you would be the right for this role to [leonora.vanello@prosper.scot](mailto:leonora.vanello@prosper.scot) by Friday 12<sup>th</sup> April 2024.