

# Freelance Part-Time Marketing Assistant

## SRITC (Scottish Rural and Islands Transport Community) CIC

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### Our vision

SRITC was founded in late 2017 and became a CIC (Community Interest Company) in June 2021. This built upon the success of conferences in 2018 and 2019 and subsequently online monthly cafes and two online Conferences in 2020 and 2021.

SRITC brings together a wide range of stakeholders involved in rural transport and mobility, from communities and development trusts to service and technology providers. By bringing together the breadth and depth of stakeholders, the vision is to improve economic growth, rural development, access to health, education, tourism (and the list goes on) by acknowledging the role of transport in achieving these improvements and bringing practical solutions and partnerships to make change a reality, not something merely talked about.

### The role

The role of part-time marketing assistant will support the Marketing Director Alex Reid with the fulfilment of all day-to-day marketing activities. These activities are focused on helping SRITC to fulfil one of its primary objectives, namely the development of a more robust evidence base that secures additional funding to support the delivery of more affordable, accessible, and sustainable rural and islands transport services.

The development of this evidence base will require SRITC to widen and deepen its relationships with stakeholders inside and outside our current member and supporter base. Building on the 400+ individuals and businesses that we have a direct relationship with, and utilising recent injections of funding, we now have the opportunity to develop and implement a longer-term marketing strategy that further embeds SRITC as the leading “bottom up” convenor and facilitator of rural and islands transport innovation in Scotland.

As a Community Interest Company (CIC) our marketing strategy must demonstrate that we’re creating impact and value for all stakeholders. This means prioritising performance indicators beyond revenue and profit. These including the quality of our engagement with individual stakeholders, and the breadth and depth of the evidence that we collect.

In practical terms, the marketing work needed to achieve these goals will consist of a mix of digital and offline communications with the former playing a crucial role given how widely dispersed our stakeholders are from a geographic standpoint.

To date, our digital marketing activities have consisted of using e-mail marketing to build our member subscriber list, and social media to build awareness and interest in our brand and the activities that we run (e.g., our monthly virtual cafes).

As we're constrained by budget we've focused on using free and low-cost digital marketing tools. These including MailChimp for e-mail marketing, Canva for graphic design, Zoom for webinars, and Google Forms for surveys.

Moving forward we will need to re-evaluate the tools that we use in order to ensure that they best meet our future growth objectives. This is an area where the marketing assistant will have an important role to play.

Time constraints have also curtailed our ability to fully explore and exploit different social media channels. To date, we have focused on LinkedIn, using it both to promote discrete events and convene stakeholders via a LinkedIn group. Moving forward, we see opportunities to widen our focus to other channels including Facebook and Twitter. The marketing assistant would be expected to contribute to shaping a more cohesive social media marketing plan and overseeing its implementation.

As a CIC, securing new funding via public or private sources is key to our long-term success. We have enjoyed considerable success to date. However, only through further marketing will we be able to attract and retain more funders. The marketing assistant will help to design and deliver the marketing collateral needed to achieve this goal.

Running through all of the marketing activities that we undertake is data. This includes the data we capture on our members (e.g., names and contact details) and data captured from the events that we run. In both cases, we have a responsibility to manage this data so that it's clean, compliant, accurate and easily but securely accessible. The marketing assistant will contribute to achieving these outcomes.

In summary, the role of part-time marketing assistant offers the opportunity for a highly motivated individual with a passion for marketing and all things rural and islands to join the team at a very exciting moment in the growth of the business.

### *Key responsibilities*

The responsibilities outlined below provide a snapshot of the marketing activities related to this role. However, the weighting/time devoted to each one will vary depending on specific priorities.

- **E-mail marketing**
  - Design & publish campaigns to SRITC members to drive registration and attendance at SRITC events
  - Review performance of e-mail campaigns
  - Maintain cleanliness of subscriber list (i.e., opt-ins and opt-outs)
- **Graphic Design**
  - Design graphics to support e-mail marketing and social media campaigns
- **Social Media Marketing**
  - Design & publish social media campaigns to publicise SRITC events
  - Respond to comments posted in reaction to social media posts.
  - Edit and upload video recordings from SRITC events to SRITC YouTube channel.
  - Evaluate the performance of social media campaigns.
- **Press Releases**
  - Draft copy to support SRITC press releases.
- **Event Management**
  - Write copy to promote future SRITC events
  - Track registrations for SRITC events

## Job details

<b>Perm or Contract</b> 12-month contract from November 2020	<b>Full-time or part-time</b> Part-Time	<b>Hours</b> 4-8hrs per week but this may vary
<b>Any special requirements</b> This is a self-employed position	<b>Location</b> Home Based	

## Key skills and experience required

- Ideally the candidate will understand the complexities of rural living and or preferably the challenges of transport in less densely populated areas.
- Good interpersonal skills. By this we mean someone who has character and is happy to be part of a team whilst also able to work alone without needing much direction.
- Proven experience of working on a freelance or self-employed basis.
- While not essential, experience of working within or on behalf of a social enterprise would be helpful.
- Familiarity with digital marketing platforms such as MailChimp, Canva and Zoom, or the ability to learn quickly is desired.
- Experience of brand building and engagement using social media channels including LinkedIn, Facebook, and Twitter.
- A marketing qualification while not essential is preferred.
- Excellent organisational and project management skills. The ability to deliver an idea/event/project. SRITC is very practical and relies on the sharing of knowledge to help others, so this quality will be important to the SRITC Community.

## How to apply

To discuss the role further please email Alex Reid at [alex@ruralmobility.scot](mailto:alex@ruralmobility.scot). Alternatively, submit a current Curriculum Vitae along with a covering letter outlining why you would be suitable for the role and what unique skillset you could bring to this new social enterprise.