

THE PYRAMID AT ANDERSTON

COMMUNICATIONS CO-ORDINATOR

16 hours per week, £13.45/hour

FTE £24,479 per annum

Initial fixed term 6 month contract

Based at The Pyramid at Anderston

Responsible to: Chief Officer

Responsible for: No staff responsibility

Key relationships: Pyramid Staff and Trustees; Pyramid Members, Shop Members, wider community; partners and suppliers; other Pyramid users including hirers and tenants

The Pyramid at Anderston SCIO, registered Scottish Charity: SC048144 was formed in 2018 and took ownership of our iconic B-listed heritage building in March 2019. We are a community owned and led anchor organisation.

Our charitable objectives:

To prevent and relieve poverty; to advance citizenship and community development; to advance the arts, heritage and culture; and to provide recreational facilities and organise activities for members of the public which reduce isolation and loneliness and increase wellbeing.

Our vision is to Make Anderston Flourish.

Our mission is to be an inclusive and inspiring community-led anchor organisation that is central to building wealth and wellbeing.

Our Values

Inclusion Collaboration Diversity Integrity Compassion

THE PYRAMID'S STRATEGIC AIMS AND OBJECTIVES

To achieve stability and sustainability for the future of The Pyramid.

Development and maintenance of The Pyramid building and estate, reducing carbon emissions.

To cement the Pyramid's status as a Community Anchor Organisation.

To grow and deliver a range of inspiring and inclusive projects, programmes, activities and events for community members to:

- Improve the wellbeing – health, prosperity, and quality of life – of our community
- Ensure that our community has access to good affordable food, improved outdoor spaces, and a range of support, services, advice, activities, events and opportunities to improve their lives, with a particular focus on those who are marginalised, affected by poverty and/or disadvantage.
- Deliver and develop community wealth and capacity building activities to progress local economic regeneration.
- Further grow our membership and number of participants, particularly from under-represented groups.

COMMUNICATIONS CO-ORDINATOR

The Communications Co-ordinator is responsible for leading and executing all marketing, promotional, and communication functions across The Pyramid. Using a range of channels, you will promote all events, activities and programmes, support fundraising, build our brand presence, and ensure our services reach the people who need them most.

KEY RESPONSIBILITIES

Content Production: Create and distribute high-quality promotional and information materials across online and print channels for all Pyramid activities (e.g., digital graphics, posters, flyers, newsletters, and video).

Social Media Management: Maintain and manage social media channels (e.g., Facebook, Instagram, LinkedIn, TikTok) with engaging content.

Website Management: Update and maintain website, ensuring all sections are accurate and SEO-friendly.

Email Marketing: Collect and collate contributions, write and distribute weekly Pyramid Post and Shop e-news.

Campaign Planning: Plan and execute promotional campaigns for events, activities, workshops, and services.

Offline Outreach: Co-ordinate flyering, poster distribution, maintain noticeboards.

Storytelling & Asset Gathering: Create and gather photo, video, feedback, case studies and testimonial content etc (strictly adhering to ethics, data protection and safeguarding protocols).

Brand Guardianship: Ensure brand guidelines are implemented with a consistent tone of voice, visual identity, and messaging across all communications.

Media Relations: Build relationships with local media (newspapers, community radio, local blogs, etc) and write and distribute media releases.

Campaign Support: Assist in promoting fundraising initiatives, donor appeals, and volunteer recruitment drives.

Analytics Tracking: Track and report on basic analytics across the website, social media, and email campaigns to see what resonates best, refining as necessary.

Monitoring, Reporting and Evaluation: Contribute data and insights to reports and evaluations, including the Annual Report and funder reports.

This role will require the post holder to undertake some manual handling, including lifting, carrying, unloading, and moving promotional materials.

Attend and contribute to Pyramid team meetings.

Evening and weekend work may be required on occasion.

Any other reasonable duties which may be required by The Pyramid.

We are committed to staff development and a skilled workforce – relevant training will be provided.

PERSON SPECIFICATION AND REQUIRED QUALIFICATIONS, SKILLS AND EXPERIENCE

Criteria	Essential	Desirable
Qualifications		
Qualified to SCQF level 8 in a relevant subject		X
Relevant professional qualifications or memberships		X
Skills and Experience		
Previous experience in B2C marketing and/or communications ideally in a community and/or arts/heritage/events setting	X	
Practical experience of managing organisational social media accounts	X	
Experience of creating visual content, e.g. graphics, video, etc, with a good eye for design	X	
Experience and understanding of working with external press/media/PR	X	
Excellent copywriting, editing and proofreading skills, with the ability to tailor content for diverse audiences	X	
Experience of using tools/apps including Canva, MailChimp and WordPress	X	

Strong organisational and problem solving skills with attention to detail	X	
Excellent communication skills including written and spoken English	X	
At least 1 year of experience in marketing, communications and/or PR	X	
Ability to represent The Pyramid to and engage with beneficiaries, staff, volunteers, partners, etc	X	
Proficient in using IT and software including MS Office suite or similar; ability to establish and maintain databases	X	
Strong financial/budget management and reporting skills	X	
Qualities and attributes		
Highly motivated and resilient individual, able to meet tight deadlines and targets and to manage workload priorities	X	
Ability to be a positive, flexible and enthusiastic member of The Pyramid team and prepared to work out of normal office hours on occasion	X	
Commitment to the ethos and values of The Pyramid	X	

Key terms and conditions

The above serves to highlight the type of duties and responsibilities which will be required in the role. It is not an exhaustive list and responsibilities may vary.

1. Pension contributions: employees are automatically enrolled into a workplace salary sacrifice pension scheme when contracts will last for a minimum of 3 months, subject to meeting minimum income thresholds. You may opt into the pension scheme from Day 1, subject to meeting other conditions, by notifying your Line Manager. Employer and employee will both contribute a minimum 4% of salary. If the employee chooses to increase their contribution to 5% or above, the employer will pay an additional 1% taking employer contribution to a maximum of 5%. Pension rules can be complex and change, The Pyramid does not offer any pension advice and you are advised to consult an independent advisor if required.
2. Annual leave: employees are entitled to 35 days annual leave, including public holidays (pro rata for part-time positions). This rises to 38 days on completion of 3 years' continuous service, increasing by 1 day for every year worked to a maximum of 5 additional days.
3. Place of work: The Pyramid at Anderston, 759 Argyle Street, Glasgow G3 8DS.
4. Core contracted hours and exact working pattern to be agreed. Additional overtime hours may be required to support Pyramid events and activities and notified in advance. Evening and weekend work may be required on occasion.
5. In order to comply with the Asylum and Immigration Act 1996, you will be asked to provide document(s) confirming your eligibility to work in the UK.
6. This role requires PVG scheme membership. The Pyramid bears any costs associated with this.

Note: This job description is a general overview and may be subject to change based on the specific requirements and policies of The Pyramid at Anderston.

*The Pyramid at Anderston is committed to equality of opportunity,
and supports a diverse workforce throughout all roles.*

This document does not form part of a contract of employment.