



## **Communications Coordinator Information Pack**

### **Introduction**

Thank you for your interest in the position of Communications Coordinator at Moniack Mhor. This is an exciting and creative post, designed to support our transition back to residential activity by taking responsibility for all aspects of our external and internal communications. The post holder will lead on sharing opportunities at the centre and via our online courses through all digital platforms including social media and our website. This is a part time post with potential future opportunities for expansion as Moniack Mhor re-establishes it's full artistic programme after a period of change due to the current context.

In this job pack, you will find more information about our organisation, the job description and person specification and how to apply.

Please feel free to contact us to discuss the role before applying, on [jobs@moniackmhor.org.uk](mailto:jobs@moniackmhor.org.uk). We very much look forward to receiving your application.

With best wishes

Rachel Humphries, Centre Director

## About us

Moniack Mhor is Scotland's Creative Writing Centre. Based in the Scottish Highlands, we run residential and online courses in a range of genres tutored by some of the finest authors in the UK and beyond. With workshops and one to one tutorials, our courses provide an atmosphere that enables writers to fully immerse themselves in their writing. The centre also offers writing retreats providing time and space, free from distractions, where writers can be part of a nurturing community. Other support offered by Moniack Mhor includes awards, bursaries, professional residencies, international residencies and a programme for young writers. <https://www.moniackmhor.org.uk/>



The organisation is a registered charity, financed through a variety of different sources, principally through Regular Funding from Creative Scotland. The aims of Moniack Mhor are:

- To develop new literary talent and further the skills of writers, fostering the creation of new literature.
- To inspire people of all ages and backgrounds to reach their full potential by developing confidence in writing ability and encouraging creative expression.
- To provide high-quality creative writing learning experiences in a supportive, unique and inspirational setting.
- To place environmental sustainability, landscape and cultural preservation at the heart of our work.
- To embed equality as an overarching theme and to remove barriers to the writing process.
- To work in partnership to create and support a dynamic literary culture in the Highlands and Islands and beyond.
- To raise the identity of literature created in Scotland locally, nationally and internationally.

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Registered charity SC030292 ☉ [www.moniackmhor.org.uk](https://www.moniackmhor.org.uk)

## **Moniack Mhor**

### **Job Description**

**Job Title:** Communications Coordinator

**Responsible to:** Centre Director

**Responsibilities:** Monitor all elements of the Marketing Plan and undertake all marketing and communication activities through digital and print media.

#### **Principal Duties:**

1. Work with the Centre Director to deliver PR, Marketing and Communication Plan and raise the profile of Moniack Mhor to a wide range of stakeholder audiences
2. Report on booking statistics and undertake booking analysis
3. Identify and develop relationships with media personnel, community partners and agencies to promote our services and events
4. Coordinate media requests and follow up, in liaison with the Centre Director
5. Write and publish website, blog and email newsletter content
6. Maintain our organization's social media accounts, including content creation and curation
7. Support programming of open courses and in collaboration with the Centre Director, take a key role in collating information and providing creative input into the open programme brochure on an annual basis.
8. Create fit for purpose publicity material using in-design and undertake any necessary training in order to keep up-to-date with changing technology in this area.
9. Measure and report on the effectiveness of communications activities
10. Assist with other external and internal communications duties as needed
11. Maximise the organisation's achievements and activities through all sources of media
12. Oversee channels of communication to members/friends - for example, newsletters, website
13. Prepare marketing and PR material to publicise Moniack Mhor events and publicise activity and external events
14. Prepare the digital and print brochure
15. Co-ordinate the communications and marketing of all events

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16. When necessary, support the smooth general running of the centre by acting as a host to tutors and course participants and assisting with domestic procedures as and when required.
17. When necessary, support smooth delivery of courses including the following –
  - i. Help to set up at the start of the week
  - ii. Assisting with domestic tasks as necessary
  - iii. Supporting mid-week walk where necessary
  - iv. Engaging with course participants, adopting a friendly and ‘can do’ attitude
  - v. Purchasing daily provisions alongside other members of the team
18. Any other task that may reasonably be required by Moniack Mhor to meet the specific needs of the organisation

Upholding the ethos of Moniack Mhor and being familiar with and striving to work with aims and objectives in mind at all times.

### PERSON SPECIFICATION

Attributes	Essential	Desirable
1. <i>Conditions</i>	Interest in and enthusiasm for creative writing (as a reader, a writer or both)	
2. <i>Qualifications</i>		Marketing qualification
3. <i>Experience</i>	<p>Experience of providing promotion, marketing and/or communications activity</p> <p>Experience of developing innovative communication methods that support the development of services and activities</p> <p>Experience of a range of social media and an interest in emerging trends</p>	Experience of using InDesign

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	<p>Experience of managing a website</p> <p>Experience of using data management software</p>	
<p>4. <i>Knowledge and Skills</i></p>	<p>Understanding of issues around creative writing and/or the expressive arts</p> <p>Excellent communication skills – oral and written</p> <p>Plan, monitor and control multiple activities</p> <p>A thorough knowledge of tracking and evaluation methods across a range of communication channels</p> <p>A competent user of IT, particularly Microsoft Office suite and online content management systems</p> <p>Excellent interpersonal skills and a proven track record of working successfully as part of a team</p> <p>Excellent organisation and administrative skills with the ability to work effectively to deadlines, meet targets and achieve demonstrable results</p> <p>Knowledge of the Scottish Literary Sector.</p>	<p>Understanding of Highland geography</p>
<p>5. <i>Personal Qualities</i></p>	<p>Ability to work on own initiative with minimum supervision</p> <p>Able to work under pressure, to tight deadlines and managing multiple projects successfully</p>	<p>Awareness of and sensitivity to the cultural environment in which the organisation is operating</p>

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	<p>Flexible and adaptable approach to work</p> <p>Strong commitment to delivering quality services</p> <p>Proactive in finding creative and high impact ways of delivering communication to the organisation's stakeholders and audiences</p>	
6. <i>Other</i>	<p>High level of organisational skills</p> <p>Full, clean driving licence and access to a vehicle</p> <p>Ability to work flexibly and outside normal office house</p>	<p>Good listener</p> <p>Calm, level-headed</p>

**Working arrangements:**

Hours Per Week	14 hours
Working Pattern	2 days per week 9.00 am to 5.00 pm, occasional evening and weekend working as necessary
Salary	£21,000 – £24,000 FTE

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## How to apply:

To apply for the role, please email a covering letter and up-to-date CV with the title 'Communications Coordinator' to [jobs@moniackmhor.org.uk](mailto:jobs@moniackmhor.org.uk) to arrive no later than 5pm on Thursday 25<sup>th</sup> November 2021.

We would greatly appreciate if you would also take the time to fill out our equalities monitoring form on the Job Opportunities page of our website. This is voluntary.

<https://www.moniackmhor.org.uk/about-moniack-mhor/job-opportunities>

You will be notified by email if your application has been successful and candidates will be invited to attend an interview during the week beginning the 6<sup>th</sup> December 2021.

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