

## Job Description

### The Role

<b>Job Title</b>	Communications Executive, CashBack for Communities
<b>Reports To</b>	Communications Manager
<b>Fund</b>	CashBack for Communities
<b>Location</b>	Office based, with expectations of some travel to the office and across Scotland for external meetings and events. Our team operates hybrid model, mix of working from home and office.  Our office is at 14 New Mart Road, Edinburgh and we also have a desk space in Robertson House at Bath street, Glasgow.

**Contracted Hours** 21 hour per week. We are happy to discuss flexible working. Fixed term contract until July 2026.

**Salary and Benefits** £24,500 per annum (pro rata)

- 9.25% employer pension contribution (salary sacrifice scheme available).
- Mediacash Benefit
- Full private medical insurance with the option to include family members.
- 4 x salary Death in Service cover.
- 29 days annual leave plus 8 days public holidays
- Cycle to work scheme

### How to apply

Complete the online form on the Inspiring Scotland [vacancies website](#)

Deadline for applications: **Monday 16<sup>th</sup> June 2025 at 12pm midday.**

Interviews will be online during the week commencing **23<sup>rd</sup> June 2025.**

For more information or an informal chat please contact:

[eilidh@inspringscotland.org.uk](mailto:eilidh@inspringscotland.org.uk)



## Role context and person specification

The CashBack for Communities delivery team at Inspiring Scotland is looking for an enthusiastic Communications Executive to join the team to promote and share the impact of this unique Scottish Government funding programme.

In this role you will have the opportunity to work on a wide range of communications activities, primarily social media, website management and content creation.

The ideal candidate will be creative and bring experience of utilising a range of communications methods. They should also be interested in difference that the CashBack for Communities programme is seeking to achieve and be prepared to build interest and understanding of the policy areas it spans.

An ability to plan personal workload, be a self-starter, identify priorities and manage own time is key to this role as well as being able to work in a team, adapt, be flexible and proactive.

The role sits within the CashBack for Communities fund team but is supported and line managed by the Inspiring Scotland Communications Manager.

## About CashBack for Communities

CashBack for Communities is a unique Scottish Government programme in its 15 year, sixth phase and is currently open for applications to apply to the seventh phase of the fund. It reinvests criminal assets recovered through the Proceeds of Crime Act (POCA) and invests in projects delivering positive futures for young people. The programme has strong links to the Scottish Government's [Vision for Justice in Scotland](#).

Inspiring Scotland is the Scottish Government's delivery partner for the CashBack for Communities Programme ensuring partners deliver to the agreed strategic outcomes and the programme achieves its vision.

Read more about the programme <http://www.cashbackforcommunities.org>

## Role Purpose

The Communications Executive will support the CashBack for Communities delivery team to promote and share the work of the Scottish Government's CashBack for Communities Programme.

## Responsibilities & Key Tasks

### Website:

- Support development of and update the CashBack for Communities website.

### Social media

- Be responsible for the creating content for and management of the CashBack for Communities social media channels.
- Monitoring Cashback-funded partners' social media.
- Create content using best practice and encourage CashBack funded partners to share relevant news and impact stories about the programme.

### Design

- Using the CashBack brand guidelines, design visually engaging CashBack materials, such as annual report, subject matter reports, case studies and social media assets.

## Essential delivery requirements of the role will include:

- CashBack for Communities fund annual impact report design, production and promotion on social media and website.
- Support the promotion of CashBack-funded partner annual reports and evaluation reports.
- Work with the team and CashBack funded partners to develop a pipeline of case studies which demonstrate the impact of the programme; produce these in an engaging and respectful format that can be shared across social and website platforms, while maintaining appropriate confidentiality.
- Identify and develop a pipeline of topical monthly news stories to be share on the website and social media.
- Identify awareness weeks and other relevant opportunities which align with the CashBack programmes aims and outcomes.
- Support the development and dissemination of 32 Local Authority-level "activities in your area" packs which provide bespoke information on funded activity and impact in each of the Scotland's 32 local authorities.
- Ensure the CashBack for Communities website is maintained and regularly update in line within agreed timescales with Scottish Government
- Work closely with a range of teams, including the CashBack for Communities delivery team, Scottish Government Safer Communities policy team, and CashBack Funded partners.
- Be an active member of Inspiring Scotland's Communication team, collaborating, sharing learning and good practice.

- Attend and support the delivery of networking and training events and Scottish Government Ministerial visits.

## The knowledge, skills and experience needed for the role are:

- Commitment to Inspiring Scotland's mission, vision, and values.
- Commitment to the difference the CashBack for Communities programme seeks to achieve.
- Commitment to build understanding of policy landscape CashBack for Communities operates within.
- Excellent written and verbal communication skills.
- Design and creativity skills.
- Attention to detail.
- Awareness of boundaries of own ability.
- Interpersonal skills and the ability to work effectively with a range of people.
- Time management with the ability manage multiple projects and work independently.
- Awareness of GDPR best practice.
- Ability to handle sensitive data and understand duty of care when using personal stories.
- Ability to use resources effectively, working with colleagues to identify opportunities and create content to promote the CashBack for Communities Programme.

## Essential experience

- Experience of writing and producing a range of design material.
- Experience of using design/creative programmes to create material such as Adobe Creative Suite or online platforms such as Canva.
- Experience of website systems such as WordPress.
- Experience of newsletter systems such as Mailchimp.
- Experience of producing and editing film, webinars and audio content.
- Social media management and awareness of new and emerging online tools.
- Confident in using MS Office packages such as Outlook, Word, Teams, PowerPoint.
- Experience of working collaboratively in a team.
- Understanding of accessible communication practices.

## Desirable

- Qualification in Communications or Marketing.
- Experience of a similar role.
- Experience of policy landscape CashBack for Communities Programme operates.
- Experience of the Scottish Third Sector landscape.

Inspiring Scotland Registered Office Suite 2, 14 New Mart Road, Edinburgh EH14 1RL. A Company Limited by Guarantee registered in Scotland, No. SC342436, and a registered Scottish charity, No. SC039605.

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