



Communications and Campaigns Coordinator

Key information

- **Role:** Communications and Campaigns Coordinator
- **Reporting to:** Communications and Influencing Lead
- **Location:** Hybrid with occasional travel across Scotland. Our co-working spaces are in Edinburgh and Glasgow.
- **Working pattern:** Part-time, 21 hours per week. (Full time at The Young Women's Movement is 28 hours per week. Evening and weekend work is sometimes required.)
- **Salary:** £27,500–31,000 pro-rata (all new employees start at the beginning of the banding structure). Actual salary £20,625–23,250.
- **Contract:** Permanent

Purpose

The Young Women's Movement is Scotland's national organisation for young women and girls' leadership and rights: working collectively, leading meaningful change and creating a more equal society. Young women are at the heart of everything we do. Our movement is informed, shaped and led by and for young women. For 100 years, we have been a collective force that has, and will continue to, change things for the better for all young women across Scotland.

We work directly with young women and girls to equip them to lead change on issues that matter to them and create safe spaces where they can gain confidence, knowledge and skills. We support young women to amplify their voices in their communities and in decision-making spaces.

Our Communications and Campaigns Coordinator will play a key role in the Communications team, leading on content planning and creation, website management and delivering campaigns on key issues with input from the young women and girls in our movement.

Key responsibilities

Social media, website management and content creation

- Lead on the development and delivery of young women-led, innovative, creative and high-performing digital output (with a focus on TikTok, LinkedIn and Instagram), helping to deliver organisational objectives such as sign-ups, fundraising, advocacy and activism.
- Lead on creating, editing, and publishing engaging, informative and strategic content for our digital channels to further the reach and impact of The Young Women's Movement, including videos, graphics and text.
- Capture photo and video content at The Young Women's Movement's events and delivery sessions with young women and girls, stakeholders and other audiences for use on our digital channels.
- Support with the development and management of communications strategies and timelines from inception to delivery, ensuring content is strategic and delivered on time and on budget.

- Set up digital advertising on Meta, TikTok and other appropriate platforms as required, using best practice to drive results.
- Lead on the development of articles for The Young Women's Movement website by monitoring the blog inbox for pitches, commissioning articles to support campaigns and managing the volunteer blog editors.
- Work with the Communications team to increase and strengthen supporter engagement across our digital channels.
- Work closely with the wider YWM team, advisory panel, young women and girls involved in our work to share compelling impact stories.
- Lead on the creation of an organisational 'story bank' to amplify the voices of young women we support in line with our values.
- Monitor social media engagement and analytics across channels regularly and work with the Communications team to improve performance and engagement.
- Promote strong feminist leadership through digital channels and social media to increase awareness of equality issues from a feminist perspective.
- Meet high standards of professional practice in digital media, ensuring that inclusion, accessibility and wellbeing underpin all activity.
- Support the Communications team with the updating of The Young Women's Movement's website and the delivery of the monthly newsletter as required.

Campaigns

- Develop and deliver high quality campaigns to support the reach and impact of our resources, reports and policy consultations, and to raise the profile of The Young Women's Movement through key dates such as International Women's Day, International Day of the Girl, etc.
- Lead on the development and delivery of co-designed campaigns with young women and girls, working with them to ensure their ideas are meaningfully heard and valued.
- Develop and manage campaign timelines, ensuring key milestones and deliverables are met and budgets are adhered to.
- Facilitate sessions with young women and girls as part of our funded programmes to co-design campaign content and structure, upholding safeguarding, wellbeing and youth work principles.
- Commission and co-produce content with young women to support our annual 30 Under 30 campaign, including articles, social media takeovers, videos and other content.
- Work with external freelancers and agencies when required to develop visual identities, designed content and other outputs as required.

General duties

- Work collaboratively across the organisation, and where appropriate supporting colleagues in other teams, to collectively deliver the realisation of our strategic vision.
- Provide support to The Young Women's Movement team at organisational events.
- Stand in solidarity with other social movements, creating strong and meaningful relationships.
- Work within agreed budgets and resource allocations.
- Work closely with other Young Women's Movement teams to ensure correct style, branding and accessibility guidelines are followed and implemented across all outputs and documents.

- Support The Young Women's Movement team with printed materials such as posters, flyers, reports etc. as required.
- Produce and send The Young Women's Movement's monthly newsletter as required.
- Supporting on the management of our CRM system to ensure information is kept up to date.
- Supporting the Communications and Influencing Lead with press releases and press and media engagement as required.
- Managing relationships with freelancers and external parties where necessary, including with The Young Women's Movement's volunteer blog editor.
- Complying with The Young Women's Movement's engagement procedures and practice including Health and Safety, Safeguarding and Data Protection.

Other

- Evening and weekend work as required.
- Undertake any other reasonable duties that may arise.

Due to the nature of our work with children and young people, successful applicants will be required to undergo a disclosure check through the PVG Scheme.

Everyone who works at The Young Women's Movement:

- Has equality at the heart of everything they do.
- Takes a participatory approach to our work. We are for young women and by young women.
- Builds communities of friendship and support networks, finding joy in our collective actions and connections.
- Understands the impact of challenging inequality on those most affected by it. We lead with kindness and empathy, putting collective wellbeing at the core of our organisation.
- Delivers our work with integrity and are proud of the work we do.
- Is bold and brave. We do not shy away from challenging the status quo and taking radical steps to make gender equality a reality in Scotland.

Let's talk about you. You will already have or be working towards:

Knowledge and understanding

- Strong understanding of intersectional feminism and how structural inequality impacts young women and girls, particularly those most marginalised.
- In-depth knowledge about social media trends and content for different audiences and platforms, with an ability to come up with compelling ways to utilise social media formats to share ideas, opportunities and information.
- Knowledgeable about social media best practice to ensure digital outputs have their desired reach and impact.
- Awareness of digital accessibility, safeguarding and inclusion practices.
- Understanding of the issues facing young women and girls in Scotland.

Experience

- Experience in a digital communications role, or equivalent experience.

- Managing social media channels, including ideation, production and publishing of posts and content.
- Planning, capturing, editing and producing engaging short-form video content for use on social media platforms.
- Planning and delivering creative and successful campaigns on digital communications channels, ideally co-designed with young people and/or community groups
- Experience of developing and delivering campaign strategies including timelines and working to budgets.
- Experience of producing digital newsletters and/or updating website content, specifically using Mailchimp in terms of design capability and monitoring analytics.
- Working collaboratively to deliver communications and organisational objectives.
- Sharing digital skills to build the capacities of others.
- Desirable: Experience of youth work and/or participatory approaches to working with young people.
- Desirable: Experience of working with external freelancers, agencies and/or volunteers.

Skills and competences

- Ability to craft compelling copy and content to meet the needs of a range of audiences, including young women and girls and third sector stakeholders.
- Excellent video production skills for social media, with the ability to turn content around quickly to meet trends and timelines.
- Excellent copy-writing skills for social media, website and literature.
- Strong graphic design skills with an eye for visual design, storytelling and easy-to-understand content.
- Strong written communication skills with the ability to present complex issues clearly, persuasively, and accessibly for a wide range of audiences.
- Ability to strategically plan and schedule content in line with organisational objectives.
- Excellent organisational skills and attention to detail, with the ability to manage multiple priorities and meet deadlines in a fast-paced, values-led environment.
- Digital competency and confidence using tools (e.g. Microsoft Teams, Google Drive, Zoom).
- Ability to monitor and report on social media performance effectively for maximum impact and to inform strategy.
- Strong interpersonal skills and ability to build trusting relationships with young people, colleagues, and partners.
- Commitment to the values and mission of the Young Women's Movement, with a flexible, proactive and collaborative approach.
- Strong interpersonal and relationship-building skills, with the ability to work collaboratively with a range of partners, stakeholders, and young women.
- Commitment to personal development, reflective practice, and continuous learning.
- Desirable: Competent utilising social media scheduling and analytics tools e.g. Sprout Social
- Desirable: Competent using video editing software like Adobe Premiere Pro, Adobe Premiere Rush etc.

Other

- Familiarity with Adobe programmes and Canva is desirable.
- Flexible and adaptable approach, with willingness to travel across Scotland when necessary.

Why you should want to work with us:

- We operate a 4-day working week which means full time is 28 hours.
- We are supportive of flexible working arrangements in addition to the 4-day week.
- Our annual leave entitlement is 28.5 days a year, including 6 public holidays.
- We offer an additional day of leave to celebrate your birthday.
- The organisation closes between Christmas and New Year, with no impact on your annual leave entitlement.
- We are committed to supporting staff development through training and coaching opportunities.
- We offer a range of enhanced feminist policies, including fertility, maternity and menopause support.
- We are a supportive, collaborative and feminist team and board.

Don't meet every single requirement?

Studies show that women and Black, Asian & Minority Ethnic people are less likely to apply for a job unless they meet every qualification¹. So, if you're excited about this role but your experience doesn't align perfectly with the job description, we'd love you to apply anyway. You might just be the perfect person for this role, or another role within The Young Women's Movement.

Recruitment process

The deadline for applications is **9am on Monday 4th August 2025**.

Please complete both The Young Women's Movement [Application Form](#) and Equal [Opportunities Form](#) on our website.

Interviews will take place either in-person or online **on or around Thursday 21st August**. Due to staff capacity and recruitment timescales the interview dates are fixed and it is unlikely that we will be able to accommodate requests for alternative interview dates. If your application is successful in progressing to the interview stages, we will inform you no later than **5pm on Thursday 7th August**.

If you would like to discuss any accessibility requirements for the recruitment process or the role, please contact us at recruitment@youngwomenscot.org and we will be happy to discuss.



¹ [Why Women Don't Apply for Jobs Unless They're 100% Qualified](#)