



**WELLBEING
ECONOMY
ALLIANCE
SCOTLAND**

WEAll Scotland Communications Assistant – voluntary position

April 2020

The Wellbeing Economy Alliance Scotland is looking for a Communications Assistant to provide various communication functions for our small but dedicated team. This is an exciting opportunity to support the establishment of a newly formed NGO. While this is a voluntary position all reasonable expenses incurred will be reimbursed.

About the Wellbeing Economy Alliance Scotland

The Wellbeing Economy Alliance Scotland ([WEAll Scotland](#)) works with a cross-section of Scottish society to support Scotland to be a key player in the global movement for a wellbeing economy. Pioneering initiatives are springing up across Scotland which demonstrate an alternative economy is possible. We aim to connect and amplify these initiatives through events and communications, and by working with partner organisations who share our vision.

About the role

This voluntary role will provide communications support on an ongoing basis to the WEAll Scotland team. This will range from managing social media accounts, to working on engagement strategies, to developing a thriving virtual community. We would hope that the post-holder would bring their own ideas and energy to the team and help develop innovative ways to communicate the idea of and case for a wellbeing economy.

We welcome applications from people from a range of backgrounds who meet the criteria outlined below and the following conditions:

- Commit to a minimum of 7 hours per week
- Are resident in Scotland
- Have access to a personal computer/laptop to work with colleagues via a range of electronic platforms

Minimum tasks

- Manage the WEAll Scotland [Twitter](#) account, scheduling daily content and engaging with audiences
- Manage the WEAll Scotland newsletter, communicating with the network by email at least monthly
- Manage and grow the WEAll Scotland online community on the [Citizens](#) platform
- Manage and develop the WEAll Scotland [website](#) (part of global WEAll website)

Additional tasks that would be desirable depending on candidate skills and capacity

- PR and media strategy to advance wellbeing economy narratives in the Scottish media
- Contribute to the wider work of the WEAll Scotland team including narratives strategy and community outreach
- Participate in global WEAll Communications group via Slack and bimonthly calls

- Develop and deliver a comms strategy (working with WEAll Scotland team and the WEAll Global Comms lead) to increase WEAll Scotland's reach and engagement

Who we are looking for:

Essential criteria (in a voluntary or professional context)

- Confident and experienced in management of social media channels
- Strong written communications skills
- Well organised and capable of independent working
- Passionate about the need to transform the economic system into a wellbeing economy that prioritises people and planet

Desirable criteria (in a voluntary or professional context) :

- Media Relations, journalism or PR experience
- Community/audience management experience
- Degree in communications related discipline
- Advocacy or campaigning experience for social/environmental change
- Content creation skills (e.g. video editing, graphic design)

How to apply

If you are interested in applying for this post, please send your CV with a covering letter of no more than 2 pages, outlining how you meet the essential and desirable criteria outlined above, to scotland@wellbeingeconomy.org.

The closing date for applications is **30 April 2020 at 23:59**.