

VINTAGE VIBES

GOOD COMPANY NEVER GETS OLD

LifeCare Edinburgh

2 Cheyne Street

Edinburgh EH4 1JB

Tel/Fax: 0131 343 0940

Website: lifecare-edinburgh.org.uk

JOIN OUR SUPER EXCITING AND WONDERFUL TEAM!

POSITION: Community & Campaigns Mastermind - Vintage Vibes – 4 days a week
AREAS OF FOCUS: Marketing, Communications, Fundraising
SALARY: £26,273 (pro-rata) – LifeCare Grade 5
RESPONSIBLE TO: Development Manager – Vintage Vibes
CONTRACT: Initial 2 year contract with ambitions to continue the role pending funding. Employed by LifeCare Edinburgh for the Vintage Vibes project.
LOCATION: Partial at home working is suitable but some face to face working will be required each week at LifeCare Edinburgh (Stockbridge) or Space @ The Broomhouse Hub, 525 Ferry Road, or other such location as we consider necessary for the performance of your duties. Thursday is an essential working day and needs to be spent in a VV office with the team.

CLOSING DATE Monday 20th February 2023 at 10am
INTERVIEWS Monday 27th February 2023 with a potential second interview on Wednesday 29th February 2023
START DATE: Monday 6th March 2022, or as soon as a notice period allowed.



WHO ARE YOU?

- You are someone who loves having **fun with communications** in order to inspire and engage audiences
- You have the **confidence** to take a strong, vibrant existing brand and use it to create content quickly and effectively
- You love the idea of **making a difference** to Edinburgh's isolated older people by celebrating individuality, friendship and positivity
- You have a proven track record in **developing communications and fundraising strategies** and **consistently deliver** them to a high quality
- You **build relationships easily** and are as happy at a community event as pitching to a large corporation or news organisation
- You aren't **scared of the challenges** surrounding community/corporate fundraising and volunteer recruitment in a post covid landscape
- You have experience **working in digital and love learning new skills** as platforms and systems develop
- You love the idea of **finding supporters** who can help us help more isolated older people and widen our community
- You work **well on your own and as part of a team**, bringing fresh ideas to the table as well as wanting to collaborate with others
- You are **honest, flexible and dedicated** to making a difference in Edinburgh

(Wow, you sound pretty awesome! Go you!)



PURPOSE OF THE JOB

Edinburgh in the loneliest city in the UK for older people. Vintage Vibes is an award-winning charitable partnership between LifeCare and Space, tackling social isolation in over 60s across Edinburgh through incredible, long lasting friendships, groups and events.

Following the pandemic we are looking to increase our reach within Edinburgh communities for volunteer recruitment, community/corporate fundraising and awareness raising. We want to become the **go-to charity project for tackling isolation** in older people in Edinburgh, and this is where you come in!

This is a new role with a focus supporting our team in our Communications and Fundraising activity. This will include:

- **COMMUNICATIONS AND MARKETING**

- **Marketing Strategy Development and Implementation** including Volunteer Recruitment and PR as a priority areas of focus
- **Social Media Management** on a day to day basis and for campaigns, including paid advertising
- **Web content development** including updates, blog posts and online advertising
- **E-newsletter and print campaigns** for our supporters, over 60s and volunteers
- **Online/Print/Events based Volunteer Recruitment Campaigns** to support the team in boosting volunteer participation
- **Leading on PR for the project** including developing press opportunities, press releases and engaging members of the press on a regular basis
- **Contributing content to our online Volunteer Portal 'Volunteer Vibes'** to provide support to our volunteer community
- **Creating effective systems** for the team to collect and share positive stories and experiences from our community members

- **FUNDRAISING AND SUPPORTER BASE DEVELOPMENT**

- **Corporate, Community and Individual Giving Fundraising Strategy Development and Implementation** including nurturing and developing our Supporter Base
- **Delivering Fundraising Support** for our community, events and corporate fundraising activities including challenge events and online campaigns
- **Leading on development of materials and 'kits' to support fundraising activities** such as events packs and fundraising kits
- **Occasional contribution of content** for our Grants and Trusts applications and Evaluation Reports (completed by our Development Manager)



In addition, this role will involve:

- Contributing to our database and evaluation systems on a regular basis
- Supporting the team in the running of events for our volunteers, VIPs and wider community
- Representing Vintage Vibes and/or the partners in matters relating directly to Vintage Vibes, and/or the wider organisations
- Ensuring, where relevant to your role, that funding related outcomes and/or targets for the project are met or exceeded
- Collaborating on potential project development and implementing pilots to test for change
- Contributing to reports and compiling of required documents in preparation for Consortium Steering Group meetings and funder documentation
- Working in partnership with Third Sector services, statutory services and other external agencies for the benefit of VIPs and volunteers and for the success of the project
- Being flexible and carrying out other associated duties as may arise, develop or be assigned in line with the remit of the post

BEHAVIOURS

All team members are expected to:

- Nurture a culture of kindness through upholding and working towards our values and being welcoming, fun, creative, bold and trustworthy.
- Be a role model for staff and stakeholders, showing optimistic, determined and positive leadership that will support our aims and outcomes.
- Adopt a flexible leadership style with the ability to challenge as appropriate and able to give and receive constructive feedback.
- Embed a coaching culture within your areas of responsibility that upholds the values of the project.
- Continuously monitor your area of responsibility and identify areas for improvement and organisational learning.

We are looking for someone who is passionate about connection, someone who will champion our project, someone who will collaborate to develop the best ideas and initiatives, and someone who recognises that good communication creates great connections.



← Meet Mary, one of our fab Friendships Coordinators!

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BUT WAIT, IT'S ONLY A 4 DAY A WEEK ROLE?!

Never fear, we know that this sounds like a lot for a four day a week role! We are keen to ensure that you **take a lead** in creating **realistic, manageable** strategies that prioritize where we can have the biggest impact and do a few things well.

Plus, you will have the support of the rest of the team, office volunteers and pro bono corporate support to lend their talents and time where needed.

We love **healthy expectations management**, so although the list is long, our aim is to always bring the best out of you and never over stretch you (for example, the entire 'PR strategy' might simply be getting 3 press releases picked up per year, or our challenge events strategy might only be engaging in one challenge event per year). **We want you to do well and feel confident in what you can achieve!**

We also embrace a learning culture in Vintage Vibes so are happy to embrace experimentation – if not everything works, that's a-okay with us!

SKILLS AND EXPERIENCE:

ESSENTIAL

- Proven experience and track record in Marketing and Communications (minimum 2 years working experience)
- Experience developing and supporting corporate and/or community supporter bases
- Experience in taking the lead developing and implementing strategies
- Demonstrate excellent organisational skills
- Experience understanding the needs of isolated individuals and/or the experience of volunteers
- Ability to manage workload and to prioritise where required ensuring deadlines are met
- Experience in creating content for digital platforms
- Experience of using Microsoft Office, including accurate word processing, spreadsheets and Outlook
- Strong writing and presentation skills
- Good team player who is reliable and able to work remotely when needed



Maureen had a great time at our birthday party! →

DESIRABLE

- Knowledge of working in an older person's charity
- Experience in basic design, such as Canva
- Experience using databases (Makerble, Salesforce or other)
- Knowledge of working in a Scottish charity or not for profit
- Experience with Facebook and Google adverts
- Understanding of the Edinburgh press landscape
- Excellent listening, verbal and written skills



APPLICATIONS:

We're so excited about this role, and even more excited to hear from you!

To apply, please send us the following:

- A copy of your **current CV**
- A brief **covering letter** answering the following questions:
 - Why I am the perfect Vintage Vibes Community & Campaigns Mastermind (using specific examples of projects you have delivered)
 - What I need to succeed
 - To get the best out of me, please do these things
 - To get the best out of me, please don't do these things
- A **mock press release** for a Vintage Vibes campaign*
 - Topic: To encourage local people within Edinburgh to volunteer for our 1:1 matches in 2023
 - *Please note, this exercise is to help us understand your writing style, approach and understanding of the impact of our work, you will not be scored down if some of the information/quotes/stats aren't accurate.*



Please send this to hello@vintagevibes.org.uk by Monday 20th February 2023 at 10am.

Interviews due to take place Monday 27th February 2023 with a potential second interview on Wednesday 29th February 2023.

THANK YOU!

**We know that some cheeky organisations use exercises like these to gather content to use at a later date, please be assured that we will not use your mock press release content unless you are chosen for the role and agree to its use!*

FURTHER INFORMATION

ABOUT VINTAGE VIBES:

Vintage Vibes was established as an innovative charitable partnership project between Lifecare and Space (previously Broomhouse Centre) in 2015 with the objective to tackle loneliness in over 60s across Edinburgh.

Our values are:

We love doing things differently

We treat everyone as an individual

We're about real friendships

In the first 7 years, Vintage Vibes has helped establish over 850 friendships between its VIPs and volunteers based on shared interests, from baking to Battlestar Galactica!



We have contributed to consultations and discussions about tackling loneliness in Scotland and has successfully supported volunteers to complete over twenty thousand hours of volunteering as well as creating thriving singing, film and sewing groups.

In addition, an evaluation carried out by the Community Enterprise Group concluded that the project:

- Had consistently exceeded its targets in respect of numbers of older people reporting reduced isolation
- Exceeded targets for volunteers reporting enhanced skills and confidence

(Say hello to David and Linsey, a friendship that has lasted over six years so far!)

Our VIPs consistently report improved mental health and wellbeing by being part of our community and we've won awards, been featured on BBC, STV, ITV and across most national and local press. We've even had Gail Porter as our Christmas campaign ambassador! And at our core, we have a strong, engaging, accessible brand and approach that we're really proud of and would love you to build from!

Our most recent VIP survey found that 82% of VIPs reported that their involvement with Vintage Vibes had made them feel happier and improved their quality of life, with 94% reporting they were now less isolated before becoming part of Vintage Vibes.

*"I have had the same friendship for 5 years.
Laura (my volunteer) is the best person I ever met."
Henry, 96, VIP*

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WHY SHOULD YOU WORK FOR VINTAGE VIBES?

First things first, you should work for us because you love the idea of long term friendships between fantastic, unique over 60s (VIPs) and wonderful, incredible volunteers. You love the fact that we really get to know VIPs and volunteers and connect them based on their interests and what makes them tick. You love being part of an open, fun, trusting and hardworking team who are constantly trying to develop what we do in order to help as many isolated older people as we can. And you love cake (not essential, but we do eat a lot of cake).



If all of that isn't enough, here's some added perks of being part of the Vintage Vibes team:

- **Flexible time in lieu** – we don't want you to work all hours, and we really encourage work life balance. But if you do ever need to work outside of your normal hours, we will always support you to take off time in lieu to recharge.
- **Reflection budget** – in addition to a training and development budget, every team member has a reflection budget they can use to do activities that will help them reflect on our work and their role – from seeing a coach to doing a yoga session, this is our way of giving you time and space to reflect.
- **Culture of gratitude** – we make the effort formally and informally to show our gratitude for our team members and volunteers, from team trips out to volunteer meetups, to cake, you will feel appreciated!
- **Supportive partnership** – although our project team is small, you will also have the support and knowledge base of two fantastic Edinburgh charities (LifeCare and Space) as part of your working life.
- And much much more!

Also, we are currently developing our **2023-2028 Strategy and are doubling our team size** from 4 to 8, so it's an exciting time to get involved! Hurrah!

WANT TO KNOW MORE?

Any questions about the role, please feel free to get in touch at hello@vintagevibes.org.uk and we will be very happy to help!

More information about Vintage Vibes and our projects can be found [HERE](#)

More information about LifeCare and our projects can be found [HERE](#)

Funding for this role is supported by National Lottery Community Fund, Edinburgh UK Shared Prosperity Fund and other funders.



← *Some of our Vocal Vibes singing group!*

Norma and Fiona meet every week for a new adventure →

