Communications Assistant Volunteer

About Transform Scotland

Transform Scotland is the national campaign for sustainable transport. We are a registered Scottish charity, founded in 1997.

We are a membership organisation of 70 NGOs, community groups, transport companies, local authorities and others who all support walking, cycling and public transport as an essential means of combating climate change, improving public health and tackling inequality.

Purpose

The Communications Assistant will support the effective delivery and continuous improvement of Transform Scotland's communications. The role will focus on maintaining our communications channels, producing and sourcing relevant content, monitoring audience engagement and identifying opportunities to strengthen our communications and brand.

The Assistant will help ensure that Transform Scotland's communications are consistent, accessible, engaging and reach the audiences that matter. They will also provide communications support to Transform Creative, Transform Consulting and individual programmes such as LMBYP, where agreed.

Main activities

- Content and website management: Maintain website content, including biographies and project pages, and identify material that needs updating or improving.
- Social media and audience engagement: Support the planning and delivery of social media activity, maintain a content calendar, identify relevant sector and member content which should be engaged with, and suggest opportunities to increase reach.
- Newsletters and contact records: Support newsletter production and distribution, monitor website subscriptions and maintain accurate mailing lists and contact records across EmailOctopus and Highrise.
- Content sourcing and sector monitoring: Identify relevant news, developments and opportunities for comment. Source contributions from members, contacts and external contributors, and monitor the communications and activities of comparable organisations for ideas and good practice.
- Monitoring and evaluation: Collect and review website, newsletter and social media analytics. Assess engagement and performance, report key findings and recommend practical improvements to communications activity.
- Brand and communications development: Review the consistency and effectiveness of communications materials and brand presentation. Support reviews of the organisation's communications and social media approaches.

Skills and qualities

Essential

- Clear written English and careful proofreading.
- Interest in sustainable transport and communicating its everyday benefits.
- Good organisation, attention to detail and willingness to ask for guidance.
- Confidence using digital tools and learning new systems.
- Respect for confidentiality, inclusive communication and other people's perspectives.

Desirable

- Experience of social media, newsletters, WordPress or website editing.
- Familiarity with analytics, contact databases, image management or Asana.
- Experience of writing for public audiences or working with a charity, campaign or social enterprise.

Proposed arrangements

Hours	Approximately one day a week (10am - 4pm), or equivalent flexible hours
Initial period	Six months, with a review after the first six weeks
Location	Edinburgh office, with hybrid arrangements

Support and development

The role holder will be provided with an introduction to Transform's aims, audiences, services and communications approach; practical training on the systems they will use; and clear examples of approved work. A short weekly check-in and a six week progress review will be held.

The role offers experience in charity communications, editorial research, digital publishing and evaluation, with opportunities to develop a portfolio of approved public work.

How to apply

Please submit your CV and a covering letter answering the following questions to comms@transform.scot.

Q1. Why are you interested in this role? (max 500 words)

Q2. What skills and experiences can you bring to this role? (max 500 words)