

# DANDELION OPPORTUNITIES

Job Description

**Marketing & Communications  
Coordinator**

# dandelion

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# JOB DESCRIPTION & EMPLOYMENT CONDITIONS

<b>Title of post:</b>	Marketing & Communications Coordinator
<b>Accountable to:</b>	Marketing & Communications Manager
<b>Hours:</b>	Full Time
<b>Term:</b>	This is a fixed term contract for 10 months (Jan – Oct 2022)
<b>Location:</b>	All Scotland. Dandelion has an office in Glasgow, but we are open to flexible working options.
<b>Salary:</b>	£25,000 (£30,000 pro rata)
<b>Holidays:</b>	25 days plus public holidays per annum (pro rata)
<b>Pension:</b>	You will be auto enrolled into a pension scheme. You will contribute 5% of your salary and Dandelion will contribute 3%.

## ABOUT DANDELION

Dandelion is an ambitious creative programme demonstrating the power of collective action in a unique ‘grow your own’ initiative for modern times.

Commissioned by EventScotland and funded via the Scottish Government, it is Scotland’s contribution to Unboxed – Creativity in the UK.

Rooted in Scotland, with an international outlook and sustainability at its heart, the Dandelion programme follows the arc of the growing season, from April to September 2022, and will culminate in hundreds of Harvest Festivals across Scotland.

Driven by the concept of ‘Sow, Grow, Share’ – not just food but ideas, music, scientific knowledge, and community – Dandelion takes a unique approach to community growing, bringing together artists, makers, scientists, performers and technologists to present events and programmes across Scotland – from its remotest islands to the centres of its great cities – as well as online through films and digital activities.

Sown throughout Dandelion is a commitment to empowering young people, inspiring the artists, activists, scientists and creative producers of the future, and aiming to re-establish Harvest as a significant annual cultural festival for everyone.

Read more about Dandelion and the team involved at [www.dandelion.scot](http://www.dandelion.scot)

# DANDELION PROGRAMME and PARTNERS

Dandelion is giving away hundreds of thousands of seeds and plant plugs at Free For All events in towns and cities across Scotland so that everyone can try their hand at growing. Whether you're an experienced grower or a complete beginner you can be part of Dandelion. From doorsteps and balconies, in plant pots, paint pots or whatever else you can repurpose and reuse – the weirder, the better! At the end of the growing season, we invite everyone to cook and share what they've grown at their nearest Harvest Festival.

Two festivals in Glasgow and Inverness bookend the summer (one in June and one in September) with live music, a menu of locally grown food, talks and a whole load of free plants and seeds for everyone to take home. At the heart of each event will be the Pavilions of Perpetual Light – quite literally taking centre stage as a 10m high vertical farm meets art installation and concert platform. As well as being the backdrop for international and Scottish live acts, the structure will also broadcast music commissioned especially for Dandelion. It's music, entertainment, food, ideas and learning for absolutely everyone!

Dandelion is working with Keep Scotland Beautiful and SRUC to develop an engagement programme for 500 schools and 100,000 pupils across Scotland. 100 secondary schools will be gifted two growing cubes each – mini vertical farms – and 400 primary schools will take part in The Big Tattie Experiment. Communities will come together for Harvest Festivals in school playgrounds across the country.

In addition to all of this, at the heart of Dandelion is a commitment to scatter this extraordinary investment across Scotland and to work in partnership with communities, artists, growers and organisations to create Unexpected Gardens. Dandelion is working in partnership with:

- Alchemy Film & Arts
- Cove Park
- Edinburgh Agroecology Cooperative (Lauriston Farm)
- Fèis Rois
- Findhorn Bay Arts
- Lyth Arts Centre
- RIG Arts
- Taigh Chearsabhagh
- The Leven Programme
- The Stove

# THE DANDELION TEAM

The original Dandelion Team, who worked together to develop the project during an intense period of R&D in late 2020 and early 2021, is a collaboration between festival organisers, freelancers, cultural directors, inventive technical and production experts, renowned earth scientists and dedicated specialists in sustainability, youth and community engagement.

Drawn from a wide range of organisations and specialisms from all parts of the country, the team has found a common vision to initiate and support the genuine societal change people crave after more than a year of social isolation.

## Team members include:

Aproxima Arts

Angus Farquhar

BEMIS Scotland

Tanveer Parnez

Celtic Connections

Donald Shaw

Fèis Rois

Fiona Dalgetty

Freelance equalities and evaluation specialist

Caroline Thompson

getMade Design

James Johnson

James Hutton Institute

Nicola Strachan

Musician and crofter

Pàdruig Morrison

Scotland's Rural College (SRUC)

Fiona Burnett

Sustrans

Cosmo Blake

Wraptheworld

Neil Butler

A Special Purpose Vehicle (SPV) has been set up to deliver the project and we are now in the process of expanding our team to help deliver this ambitious project.

The new company will be governed by a voluntary Board of Directors with Martin Booth, Executive Director of Finance at Glasgow City Council taking up the Chair.

In addition to the Board of Directors, an IDEA Assembly (Inclusion, Diversity, Equality and Access) will play an important role in helping to guide the work of Dandelion.

The IDEA Assembly has nine remunerated roles for freelancers with lived experience, and those with professional knowledge established through engagement with communities of interest, to:

- Provide perspectives on Dandelion's programme to ensure it is accessible and reflects the increasing diversity of our population;
- Engage with staff and the Board to identify and address key IDEA issues and opportunities;
- Bring expertise and a range of views to inform policies and work; Support the development of new partnerships and networks;
- Contribute to a review of performance against IDEA outcomes.

# DANDELION VALUES

**We have identified five organisational core values:**

## **Collaboration**

we value each other and seek an open, honest and caring environment which is respectful, productive and enjoyable;

## **Inclusion**

we strive for inclusion and equity for all and recognise that our differences make us stronger;

## **Engagement**

we create events and experiences that enrich and enable the lives of our audiences through their shared experience;

## **Innovation**

we exist to challenge boundaries, search for and welcome new ideas, new thinking and fresh approaches in all that we do;

## **Integrity**

we achieve our aims without compromising our commitment to honesty and integrity throughout our work.

# POST SUMMARY

The Marketing & Communications Coordinator is a key member of the Dandelion communications team. The post-holder will support all areas of campaign and strategy delivery, with a particular focus on digital marketing and social media.

# KEY ROLES & RESPONSIBILITIES

## General

- Support the delivery of all marketing and communications activity for Dandelion.
- Support the delivery of the digital and social strategy.

## Digital

- Support the development and implementation of the Dandelion digital and social media strategy
- Contribute to the curation and content across all Dandelion digital and social platforms and channels.
- Develop and schedule written posts for all Dandelion social channels (Instagram, Facebook, Twitter, Tiktok and YouTube).
- Maintain and upload content to the Dandelion website, including interactive content.
- Produce reports to monitor the effectiveness of Dandelion's digital and social strategy.
- Capture social media content for live events, working with freelance teams and partners in other locations.
- Support the delivery of influencer and ambassador campaigns.
- Support the production of engaging digital content, including images, video, graphics and audio, to communicate the Dandelion values and programme.
- Co-ordinate and schedule the sending of a regular Dandelion e-newsletter.

## Design and Production

- Support the Marketing & Communications Manager to deliver campaign materials.
- Write engaging and accurate copy for print and digital marketing.
- Edit and proof-read materials for publication.
- Support the development of interpretation materials for all aspects of the programme.
- Ensure that all campaign materials adhere to the sign-off processes and brand guidelines.

## Press & Media

- Support the external PR agency in responding to media enquiries, delivery of media events; interviews, photoshoots and other tasks as required.
- Support the delivery of Dandelion media partnerships.
- Coordinate internal systems for collating press cuttings and digital articles.
- Identify and share press content with Dandelion audiences on social media.

## Media buying and advertising

- Support production schedules for digital, print, out of home and broadcast advertising.
- Support the design and delivery of advertising campaigns.
- Co-ordinate social media advertising plans.
- Ensure all plans and materials are approved and in line with the Dandelion brand.

## Reporting & Evaluation

- Contribute to data collection for internal and external evaluation as required.
- Monitor and track effectiveness of digital marketing through analytics.
- Contribute to end-of-project reporting.

## Marketing Administration

- Support the administration of the communications team including sharing resource packs, updating databases, minute-taking, and ensuring the wider team has all relevant information.

# PERSON SPECIFICATION

## Skills and Experience

### Essential Skills

- Minimum 2 years' experience in a similar role.
- Knowledge of the range of tactics for marketing and communications activity.
- Up-to-date knowledge of social media and digital platforms.
- Experience of creating engaging, interactive content for digital platforms.
- Excellent copywriting skills for a variety of media and platforms.
- Experience of community managing social media channels.
- Experience of working with design and web agencies to produce print and digital marketing.
- Excellent interpersonal skills to build close working relationships with colleagues, and external agencies/suppliers.
- Strong IT skills, including Microsoft packages.
- Knowledge of CMS platforms, social scheduling platforms and digital analytics.
- Basic graphic design skills, using packages such as InDesign, Photoshop etc.
- Excellent communications and administration skills, ability to communicate effectively both orally and in writing.
- Ability to meet tight deadlines, working in a close-knit team.
- Commitment to equality of access and opportunity, and the Dandelion values.

### Desirable

- Experience of working within the arts, culture, events or charity sector.
- Experience of delivering influencer marketing campaigns.
- Knowledge of the Gaelic language.
- Knowledge of accessible marketing practices, particularly on digital platforms.

# RECRUITMENT SCHEDULE

Closing date for applications  
– 22nd November, 12noon

Interviews take place  
Week beginning 29th November 2021

Start date  
5 January 2022

We know that some candidates might be available to start earlier, and we would welcome this.

Equally, we know that other candidates might be required to give more than 4 weeks' notice to their current employer, and we can be flexible and accommodate this too.

We have identified 5 January as our preferred start date for this role, but we will have a conversation with the successful candidate to agree what works best.

# INCLUSION, DIVERSITY, EQUALITY AND ACCESS

The Dandelion Team is committed to creating a positive and inclusive environment where everyone feels respected and valued. We are an inclusive organisation and believe our work will be stronger with greater diversity and, as such, we welcome applications from those who bring a difference to our team. Alongside our Board of Directors, Dandelion has an IDEA Assembly to challenge and guide our work. Read more about the members at <https://dandelion.scot/about/team>.

We welcome the whole person to work, and understand that each of us bring our experiences, our backgrounds and our own unique lens to what we do.

We encourage applications from all backgrounds and particularly welcome applications from those who are currently under-represented within the sector, including those from black and minority ethnic backgrounds, disabled candidates, LGBTQI++ and/or those from a low

socioeconomic background or requiring flexible working arrangements.

All Black, Asian and ethnically diverse and/or D/deaf or disabled applicants who meet the essential requirements of the person specification will be guaranteed an interview. If you are selected for interview, we will ask you to let us know if you have any access needs or may require reasonable adjustments to the interview or assessment (if applicable) at that stage. Please be assured that we will be supportive in discussing reasonable adjustments with you at any stage of the recruitment and selection process.

If you have any questions about our working environment please get in touch.

# HOW TO APPLY

If you would like to arrange an informal and confidential conversation about this opportunity, please contact

[julie.cathcart@dandelion.scot](mailto:julie.cathcart@dandelion.scot)

Please send your CV and maximum 2 x A4 sides outlining why you would like to take up this role, and what relevant experience you can bring to Dandelion, to

[julie.cathcart@dandelion.scot](mailto:julie.cathcart@dandelion.scot)

**no later than 12noon on 22nd November 2021.**

Please also complete this online equalities monitoring form:

[www.dandelion.scot/inclusion-form](http://www.dandelion.scot/inclusion-form)

We will only request references from the successful candidate.

The information you supply in your application, and by completing the equalities monitoring form, is kept securely and will remain confidential. We will not retain this or any other personal information beyond the duration of the application process except in using anonymised data for the purposes of monitoring and reporting.