



Communications & Membership Officer

Reporting to: Jen Howard-Coombes, Director

Contract: Full Time

Hours: 35 Hours Per Week

Salary: £26,000–£27,500 per year

Location: Livingston West Lothian (hybrid, at least 3 days per week on-site)

Almond Valley Heritage Centre is in an exciting phase of development, and we are looking for a creative, thoughtful and engaging communicator to share our story, purpose and campaigns.

The Communications & Membership Officer will develop and execute our existing communications strategy, manage the brand, lead on digital communications, support membership development and identify opportunities to promote Almond Valley as a leading visitor attraction in Central Scotland.

The role will include sharing our news, events and features on digital channels, as well as accessible communications, listings, events, community engagement, membership and print marketing. The postholder will work with the whole team to identify marketing opportunities, execute agreed communications activity and attract a wide range of audiences - local, national and visitor.

Main Responsibilities

Social Media

- Identify story opportunities for social channels
- Plan, create and prioritise posts
- Develop and grow engagement with existing channels
- Manage comments and enquiries across social channels, in liaison with the wider team
- Support fundraising activity, projects and partnership activity on socials

Communications and Membership Officer
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Content Creation

- Create video and photography for digital channels
- Liaise with team across the whole organisation for content
- Copywriting for marketing materials and digital channels
- Proficiency in Canva to create materials such as posters, graphics, and basic video editing

E-news

- Produce regular e-news using Mailchimp
- Plan content for e-news
- Maintain and develop mailing lists

Website

- Manage website updates and development using WordPress
- Identify and write news stories for the website
- Maintain SEO, accessibility and current images
- Refresh website copy and images on an ongoing basis

Membership

- Build relationships with new, existing and potential members
- Recruit, engage and retain members
- Coordinate welcome and renewal packs for members
- Develop marketing materials to promote membership
- Identify new audiences for membership recruitment
- Produce a regular membership e-newsletter and updates
- Deliver retention and renewal campaign plans

Community Engagement

- Build connections with local community groups
- Attend fairs, meetings and other local events to promote Almond Valley
- Connect with online groups through social media
- Coordinate relationships and visits with schools and youth groups

Accessibility

- Maintain accessibility standards across all digital and print media
- Create image descriptions for all images used online
- Subtitle all video content, using Canva
- Ensure communications activity is accessible
- Be aware of accessibility developments and standards
- Monitor Euan's Guide and VisitScotland listings

Reporting

- Monitor sales and ticketing system
- Provide and respond to marketing data and audience insights

Branding and print

- Maintain Almond Valley brand guidelines
- Lead on-site signage and information
- Support on print creation and distribution

PR & Listings

- Maintain online listings for the centre and events
- Update partner website listings such as Data Thistle and Euan's Guide

Additional activity, reporting and responsibilities

- Copywriting for online and print materials
- Support events and milestones with communications activity
- Support the development of annual reviews and impact reports
- Represent Almond Valley at events, networks and partnership meetings
- Ensure funder and partner communications requirements are met
- Any other reasonable activity as requested by CEO or Communications Consultant

Person Specification

Essential

- A minimum of two years' experience working in a communications role
- A commitment to Almond Valley's vision, purpose and community
- Proven understanding of engaging audiences across multiple platforms
- Ability to write in an engaging, informative, and helpful manner
- Knowledge of Canva, WordPress, Meta, Mailchimp, YouTube and Microsoft Office, or similar
- Current knowledge of running social media channels
- Ability to work on own initiative and collaboratively within a small team

Desirable

- Experience of working in a third sector and/or heritage organisation
- Experience of working with funders and partners
- Good eye for visual communications and design
- Knowledge of accessible marketing activity

How to Apply

To apply, please submit:

- Your CV
- A cover letter of no more than 500 words, outlining your interest in the role and the experience and skills you would bring to Almond Valley
- Examples of your work to date. These could include press releases, social media content, website copy or other relevant communications work.

Closing date: Thursday 8 October 2026

Please note that applications submitted without a cover letter may not be considered