



Job Description

Position Details

Job Title: Communications & Fundraising Assistant

Job Level: 10 Week Placement

Location: VisionPK Sensory Hub 17-19 George Street Perth Scotland

Type of Contract: RNIB See Work Differently Placement - Temporary Fixed Term 10 weeks

Salary: National Real Living Wage £13.45 per hour

Hours: 15 Hours Per Week

Reports to: Fundraising and Events Manager VisionPK

About VisionPK

VisionPK is a dynamic local charity with a big impact. We support people across Perth and Kinross with sight and hearing loss to live life as independently as possible. Through personalised support, rehabilitation services, equipment provision, and social and emotional care, we make a real difference in the lives of those we work with. We are proud of our strong community links, person-centred approach, and dedicated team. As we continue to grow and innovate, we are looking for passionate individuals to help us raise awareness and build even stronger connections across our communities.

Purpose of Job:

Join VisionPK and help tell stories that change lives.

This is a fantastic opportunity to gain hands-on experience in communications, fundraising and community engagement while supporting VisionPK's mission to improve the lives of people living with

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sight loss across Perth and Kinross. As Communications & Fundraising Assistant, you will play an important role in helping us raise awareness, engage supporters and strengthen connections within the local community.

Working alongside a supportive and experienced team, you will contribute to social media, website updates, newsletters, fundraising and community events. This is an excellent opportunity to develop valuable skills, build confidence, and make a meaningful contribution to a local charity making a real difference every day.

Impact:

As Communications & Fundraising Assistant, you will help showcase the impact of VisionPK's work and support efforts to reach more people who can benefit from our services. Through engaging communications, community outreach and fundraising activities, you will help raise awareness, strengthen supporter relationships and encourage greater involvement in our work.

Your contribution will help ensure that people living with sight loss across Perth and Kinross continue to receive the support, opportunities and services they need. This role offers a unique chance to gain practical experience while making a positive and lasting impact within the community.

Financial Responsibility:

No direct budget management, but role involves supporting fundraising targets.

Decision Making Responsibility:

- Use initiative to identify opportunities for publicity, engagement and fundraising activity.
- Seek guidance from line management when required and escalate issues appropriately.

Main Accountabilities:

- Support the development and maintenance of VisionPK's website, ensuring content remains current, accessible, engaging and reflective of the organisation's vision.

- Create, schedule and publish dynamic content across social media platforms to raise awareness, celebrate achievements, promote services and engage supporters.
- Assist in the production and distribution of digital and printed newsletters, helping to share stories, updates and opportunities for involvement.
- Collaborate with colleagues, volunteers, service users and supporters to gather inspiring stories, testimonials, photographs and feedback for use in communications.
- Build and maintain positive relationships with local media, partner organisations, community groups and stakeholders to enhance VisionPK's visibility and reach.
- Support the planning, promotion and delivery of fundraising campaigns, community events, and awareness-raising activities.
- Maintain accurate records of communications and fundraising activities, contributing to monitoring, evaluation and impact reporting.
- Attend team meetings and actively contribute ideas to communications, marketing, and fundraising planning.
- Monitor website, social media, and campaign analytics, identifying trends and opportunities to improve engagement and effectiveness.
- Provide general administrative support relating to communications, fundraising and organisational activities as required.
- Ensure all work is carried out in accordance with VisionPK's policies and procedures, including safeguarding, data protection, accessibility and equality.

General

The following points are common to all job descriptions:

- Undertake any other duties appropriate to the role and commensurate with its level.
- Adhere to all VisionPK policies, procedures, and organisational values.
- Complete all mandatory training, including safeguarding training, and report any concerns promptly and appropriately.
- Act as a positive ambassador for VisionPK, promoting its mission, values, and services at all times.
- Complete safeguarding training as required and report any concerns immediately.

Person Specification

This is an opportunity to gain hands-on experience in communications, marketing, fundraising and community engagement while making a genuine difference to the lives of people affected by sight loss. Your creativity, ideas and enthusiasm will help shape how VisionPK connects with its community and supports more people to live independently and confidently.

This role is funded specifically for candidates who experience sight loss and are not in paid work.

Please note all criteria are essential unless otherwise stated.

1.Specialist Knowledge, Skills and Experience

- 1.1 Experience of supporting social media and website content.
- 1.2 Familiarity with digital tools such as CMS (WordPress), social media platforms, email marketing software.
- 1.3 Experience in writing for a range of audiences and platforms.
- 1.4 Understanding of branding, messaging, and accessibility best practices.
- 1.5 Experience supporting or coordinating fundraising and community events (desirable).
- 1.6 Must have lived experience of sight loss.

2.Team working skills

- 2.1 Ability to collaborate effectively with internal colleagues, volunteers, and external stakeholders.

3.Planning and Organisational skills

3.1 Ability to manage multiple priorities and meet deadlines independently.

4.Problem-solving and creative skills

4.1 Creative approach to storytelling and content creation.

4.2 Ability to propose improvements based on analytics and feedback.

5.Communication skills

5.1 Strong written and verbal communication skills.

5.2 Ability to listen and tailor communications for different audiences.

5.3 High attention to detail in content production.

6.Equal Opportunities

Equality, Diversity and Inclusion

Ability to understand, promote, and demonstrate a commitment to VisionPK's Equality, Diversity and Inclusion Policy, ensuring that all activities and interactions are conducted in a fair, inclusive and respectful manner. This applies to all aspects of the role, including working with colleagues, volunteers, service users, partners and members of the public.

Safeguarding

Safeguarding is everyone's responsibility. It is about preventing and reducing the risk of abuse, harm, or neglect while promoting the wellbeing, dignity, and rights of children, young people and vulnerable adults.

All staff and volunteers are expected to remain vigilant in their role and to report any safeguarding concerns immediately in line with VisionPK's Safeguarding Policy and Procedures. Concerns relating to the welfare of a child or vulnerable adult must be acted upon promptly and reported through the appropriate channels.

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