



## OPERATIONS COORDINATOR

### 1. Background

Greyfriars Kirk and Kirkyard is one of Edinburgh most popular tourist attractions, which attracts visitors for all over the world. Some visitors come for the links with Harry Potter, Greyfriars Bobby or to immerse themselves in over 400 years of history.

Greyfriars Kirk's roots go back to 1620 and the site was a place of worship well before then. Today Greyfriars Kirk is a member of The Church of Scotland and it has a committed worshipping congregation. As one of Edinburgh's historic and iconic landmarks, the Kirk is utilised extensively for a variety of non-religious activities such as concerts, conferences, music recordings, wedding receptions and other social events.

In addition, the Kirk welcomes over 110,000 visitors per year between February-November. The Kirk's income comes from a combination of income streams including congregational giving, generous donations from visitors and hosting commercial activities. Greyfriars Kirk also works in co-operation with its spinout social enterprises Grassmarket Community Project and the Greyfriars Charteris Centre, which have independent management teams.

### 2. Role and Purpose

We are looking for an energetic, self-motivated individual who has a unique skill set to help develop this expanding role. The Operations Coordinator role is multifaceted and requires the right individual to have experience in a range of areas including administration, marketing, communications and customer service.

Possessing outstanding communication skills is vital in this role as you navigate the Kirks many stakeholders. This involves not only communicating through our social media outlets, but also updating our website, email correspondence and face-to-face.

The right individual must have outstanding customer service, as they are normally the first point of contact in respect of visitors, emails, phone calls, general enquiries and appointments. Attention to detail is necessary, as you will be responsible for maintaining the Kirk diary and co-ordination with the ministerial team, the congregation, staff and stakeholders.

This role also comprises of general administration tasks to support the day-to-day operations of the Kirk as well as supporting the Minister, Session Clerk and Operations Manager.

A large part of the role involves being responsible for effective marketing and promotion of all Kirk events both religious and commercial. This involves creating and publishing content through our social media platforms and website. The right individual will preferably have experience in a number of software applications including Microsoft Office, WordPress, iZettle, Hootsuite, Salesforce, People Planning Center (or other CRM's) and Open Broadcasting Software.

In this role, you will also be responsible for the Kirk's IT and office equipment including the LAN, IT security, database management, mobile IT office equipment, photocopier contract and stationery supplies.

If you are a dynamic individual that is looking for a new challenge that will actually make a difference and you want to be part of an evolving organisation then we would love to hear from you.

### **3. Measured Outcomes**

- Administer the effective, accurate and timely communications of Kirk-related business to all key stakeholders.
- "Own the delivery of the marketing plan that supports the achievement of the Kirk's charitable objectives and agreed KPI's.
- Using Google, analytics to monitor and increase our reach and followers in respect of our relevant audience groups.
- Implement and maintain a robust range of administrative procedures that assists in the smooth management of the Kirk.

### **4. Key Tasks and Responsibilities**

#### **Marketing**

- Create a social media calendar that plans and organises all upcoming content, including post dates, times, hashtags, images and links.
- Produce social media monthly reports of insights and analytics.
- Produce website, social media publicity and information for Kirk and Outreach events and activities.
- Assist the Operations Manager in attending wedding fairs and stakeholder events.
- Design and produce posters, flyers and other print and electronic media in support of Kirk activities.
- Have a creative flair to produce, drive content and upload digital slides that promote all of the activities and events that take place at the Kirk.
- Liaise with marketing coordinators from orchestras and choirs to assist in the publicity of their event and the Kirk.
- Produce the bi-monthly Kirk Community Bulletin.

### **5. Coordination**

- Manage and synchronise the Kirk calendar with the Kirk website ensuring services, worship and events are comprehensively listed.

- Maintain the Kirk's website with relevant and current Kirk-related information.
- Liaise with website provider concerning any issues with the website and porch screen.
- Support the Minister by liaising and support prospective couples in arranging vestry appointment.
- Assist the Operations Manager with concerts, weddings and other event bookings and co-ordinate with stakeholders as required.
- Manage IT updates and installations for the LAN/portable IT equipment.
- Coordinate arrangements for online Kirk services (currently broadcast via YouTube), social media, and covering when necessary.
- Oversee the back-office support in respect of the Kirk's Service Planner diary
- Assist the Office Assistant in ensure the Order of Service links and formatting are done correctly.

## **6. Office & Administration**

- Provide 'front-of-house' response to telephone, email and in-person enquiries including first line response to booking enquiries
- Provide administration support to the Minister, Session Clerk and Operations Manager.
- Maintain accurate database lists for Greyfriars Kirk committees, congregation and Outreach contacts in People Planning Centre.
- Providing technical support for the iZettle shop payment system.
- Co-ordinate and with Presbytery/Church of Scotland for Greyfriars Kirk annual returns.
- Maintain annual leave and absence record for Greyfriars Kirk staff.
- Develop and maintain efficient office processes including electronic filing, maintain records, archiving old documents and creating standard operating procedures.
- Be present and contribute at Kirk meetings as and when required.
- Ensure all existing Standard Operating Procedures are up to date and relevant, creating new ones as required
- Maintain office equipment contracts and manage stationery supplies.
- Deputise for the Operations Manager in his absence as the first point of contact for all event bookings both new and on going.

## **7. Other**

- Assist in covering the welcome desk and Kirk shop when required.
- The post may involve the occasional evening and weekend working.
- The post may involve working across our partner organisations – The Charteris Centre and the Grassmarket Community Project or at St Cuthbert's Parish Church
- The above is not exhaustive and may include other reasonable requests in support of GK business.

## 5. Terms and Conditions

<b>Contract</b>	Full time permanent
<b>Location</b>	Greyfriars Kirk, Greyfriars Place, Edinburgh
<b>Reports to</b>	Operations Manager
<b>Salary</b>	£26,000 – £30,000
<b>Annual Leave</b>	28 days plus 9 public holidays
<b>Pension</b>	5% employer contribution; 5% min employee contribution.
<b>Hours</b>	37 hrs/week: Monday-Friday

## 6. Person Specification and Critical Competencies

<b>Critical Competencies</b>	
Excellent oral and inter-personal skills.	Essential
Excellent command of the English language.	Essential
Strong communications skills and the ability to developing links with stakeholders.	Essential
<b>Technical knowledge/education</b>	
University degree or degree equivalent.	Desirable
Experience in using tools like Canva to create visually appealing posts.	Desirable
Previous work with maintaining CRM databases—Salesforce, Planning Center, or similar.	Desirable
Proven expertise with Microsoft applications: Word, Excel, Publisher, PowerPoint, Outlook.	Essential
Experience in developing engaging content tailored to our target audiences.	Essential
Working with KPIs and Google analytics.	Desirable
Basic graphic design (creating posters/flyers) ability.	Desirable
<b>Experience required for the role</b>	
Office/business administration and marketing.	Essential
Editing, publishing web and hard copy documents.	Essential
Working for a charity, social enterprise, and non-profit organisation.	Desirable
<b>Aptitude and attitude</b>	
Proven ability to work on own initiative to agreed plans and targets.	Essential
Flexibility, adaptability and problem-solving skills.	Essential
Pro-active and flexible.	Essential
Strong organisational skills and time management skills	Essential