



The National Body for Neurodiversity

Marketing & Communications Officer – Fixed Term

Role Profile

November 2025



About The Donaldson Trust

As the National Body for Neurodiversity, we are a catalyst for change. We believe there is a genuine opportunity to change society for better. We aim to be at the forefront of driving this change, and make a difference with, and for, neurodivergent people.

We're a team filled with caring and talented individuals who work together to create positive change. You will be part of a team dedicated to giving neurodivergent people a voice and contributing to our vision of a society in which neurodivergent people are understood, accepted, treated fairly and valued.

Our Values

We share what we know

We share our knowledge so that more neurodivergent people can thrive.

We connect people

We build partnerships and collaborations to increase opportunity and inclusion for neurodivergent individuals. We achieve more together.

We remove barriers

We work together to look for win-win solutions. We make it easier for neurodivergent people to feel accepted, valued and for their voice to be heard.



The Role: Marketing & Communications Officer

Job Purpose

The Marketing and Communications Officer role will drive societal change for neurodivergent people by developing and delivering internal and external communications that encourage understanding, promote excellent practice, and amplify neurodivergent voices.

You will achieve this by being a central part of a small, but ambitious, Marketing and Communications team, applying your strong experience in digital platforms, content creation, and passion for storytelling to raise the profile and showcase the impactful work of The Donaldson Trust to a variety of stakeholders.

Key Responsibilities

Digital Content and Platform Management

- Content Creation: Design and create on-brand marketing materials and graphics, including videography, to raise awareness and showcase the impactful work of the Trust.
- Social Media: Manage all social media channels, creating consistent and appropriate content and supporting the execution of organic and paid campaigns (planning, strategy, coordination, and execution).
- Website: Update website content, maximise traffic, and utilise SEO strategies.

Storytelling and Stakeholder Engagement

- Content Sourcing: Proactively build positive relationships with Services staff to source compelling social media content and seek newsworthy stories from beneficiaries.





Storytelling and Stakeholder Engagement

- **Media Relations:** Identify and pursue opportunities to engage with the local media to increase coverage in print and broadcast outlets.
- **Resource Management:** Support the development and maintenance of an information bank of photographs and a resource library of materials/case studies.

Campaign Support and Analysis

- Campaign Design and Execution: Support the design, production and delivery of marketing and communications campaigns across services, fundraising and volunteering, training and policy functions.
- Communications Advice and Support: Provide support to colleagues, advising on communications and marketing activities.
- Performance Reporting: Monitor, analyse, and report on the effectiveness of various online channels and marketing campaigns, providing recommendations and action plans for improvement.
- Brand Compliance: Support the Marketing and Communications Lead in ensuring organisational understanding and use of brand guidelines

Please note this list of duties is not exhaustive.

About You

Below are the key qualifications, experience and knowledge, and skills and attributes required for the role. Please note each criteria is assigned as **Essential** or **Desirable**.

Qualifications

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|--|------------------|
| • A relevant degree or Marketing-or Communications specific qualification or equivalent experience | Essential |
| • Professional membership of CIM or CIPR | Desirable |
| • Full and clean driving license | Desirable |

Experience and Knowledge

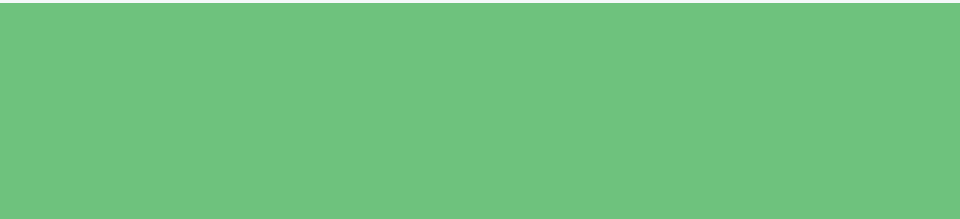
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| • Extensive relevant experience working across a number of communication disciplines (including in each of the following: digital media, marketing, publications and internal communications) and delivering and evaluating integrated communication projects and campaigns. | Essential |
| • Experience of producing, writing, editing and uploading content specifically appropriate for the internet, using content management systems to manage and publish this content. | Essential |
| • Experience of creating and delivering published storytelling content to external audiences to demonstrate either the impact of programmes of work or to raise awareness of an issue, or to share case studies. | Essential |

Experience and Knowledge

- Demonstrable experience and examples of using excellent written skills to write creatively and appropriately for engaging different audiences. **Essential**
- Experience in using digital analytics platforms, including GA4. **Essential**
- Confident in the use of MS Office, and creative software such as Adobe Creative Suite, Canva or InDesign. **Essential**
- Experience of working with multi-disciplinary teams. **Essential**
- Previous experience of working in third sector. **Desirable**
- Knowledge and awareness of issues impacting neurodivergent individuals. **Desirable**
- Understanding of education, health, social care or other relevant sector. **Desirable**

Skills and Attributes

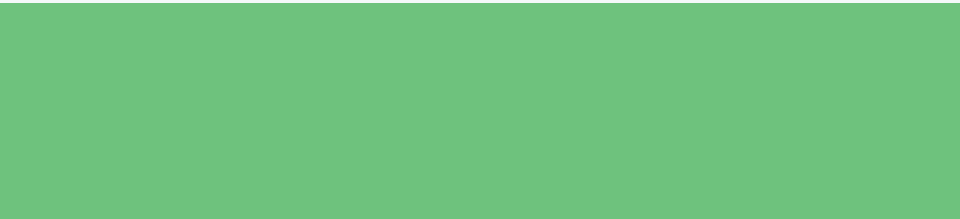
- Professional; excellent communicator, both verbally and written with an understanding of communication differences. High levels of attention to detail. Excellent planning and organisational skills. Deliver quality communications and marketing outputs to meet a range of briefs, within regulatory frameworks and budget. Consider the best communication channel to use for the audience, including making the best of resources. **Essential**
- Dependable; experience of working under pressure, with the ability to meet deadlines, multi-task and prioritise work to accommodate tight time schedules. **Essential**



Skills and Attributes

- Collaborative; excellent interpersonal skills with experience of building and maintaining strong working relationships with people both internally and externally, from a range of diverse backgrounds, including people we support and their families. Proactively contribute to the work of the whole team and remain open to different perspectives and ideas to deliver excellent communications results. **Essential**
- Curious; facilitate discovery sessions to gain a clear understanding of communications and marketing needs and expectations. Listen to and value different ideas, views and ways of working. External horizon scanning to identify opportunities to promote our work. **Essential**
- Adaptable; understand communication differences and able to adapt outputs to meet audience needs. High levels of interpersonal and communication skills and confidence in dealing with a wide range of stakeholders. Welcoming and encouraging feedback to learn and improve as well as the ability to provide constructive feedback to others for individual and organisational improvement. **Essential**
- A creative and proactive approach. **Essential**

Please note this list of duties is not exhaustive.





Remuneration:

Salary:	£32,981 per annum, pro rated
Hours:	Full time, 35 hours per week (Fixed-Term)
Start Date:	12 th January 2026
End Date:	17 th July 2026
Reporting to:	Marketing & Communications Lead
Location:	Hybrid at our Linlithgow campus
Pension:	AEGON up to 12% employer contribution
Benefits:	• Life Assurance Scheme (three times the salary) • Employee Assistance Programme • Health Cash Plan • Doctorline • Colleague Discount Scheme • Family Friendly Policies • Strong commitment to learning and development

To Apply:

To apply, please complete an online application via our website:

<https://www.donaldsons.org.uk/application-form/>

If you would like to discuss the role further, have any questions, or would like any assistance with your application, please contact us on people@donaldsons.org.uk and we would be happy to help.

Closing date: Friday 28 November 2025

