

# Job Description

## Job title: Responsible to: Location: Hours:

**Salary:**

Communications Officer

Chief Executive

National Office, Paisley

1. hours per week

£25,000 pro rata

## Job purpose:

To develop and implement external and internal communications strategies in line with the charity’s aims and objectives.

To develop and manage communications to improve understanding of Huntington’s disease, to promote and publicise the work of Scottish Huntington’s Association and to raise the profile of the charity.

## Main duties:

* + 1. Develop and implement a communications strategy (including social media) and evaluate and monitor its success against agreed objectives. . This should include campaign planning to ensure that SHA communications aims and objectives are met.

1. Respond to and deal with proactive and reactive press enquiries. Draft accurate and compelling copy including case studies, press releases and statements.
2. Work with colleagues across the Association to ensure the communications strategy is a collaborative approach and the importance understood charity wide.
3. Source, commission and liaise with external suppliers as required e.g. photographers, designers etc. as part of external communications strategy.
4. Identify and develop relevant channels, e.g. print, digital and social media, through which to promote the work of the charity, innovating and testing new approaches.
5. Lead on and take a proactive approach to the SHA’s website and social media channels.
6. Develop relationships with journalists in the media to further broadcast information about Huntington's and raise the profile of the charity subject to priorities and resources of the charity at the time.
7. Evaluate media coverage and produce reports as required for colleagues demonstrating the success of various campaigns and maintain a database of those willing to speak to the media.
8. Brief the charity’s spokespeople prior to any contact with journalists and develop and deliver media training as required.
9. Develop and update, as required, SHA’s key messages and position statements.
10. Manage and oversee the SHAre newsletter produced for members, supporters and key stakeholders.
11. Oversee the writing, design and production of the charity’s annual report and impact report.
12. Attend personal development and training activities as agreed/directed by your line manager.
13. Undertake any other duties as directed from time to time to meet the needs of the

Association.

## General:

This job description is a representative document. Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and its grading.

There will be an expectation that the post holder will work some evenings and weekends. There will be occasional overnight stays. Time will normally be taken back in lieu of hours worked.

Out of pocket expenses including travel and mileage allowances will be paid on receipt of appropriate claim forms and invoices/receipts.

All staff are responsible for the implementation of the Health and Safety Policy so far as it affects them, their colleagues and others who may be affected by their work. The post holder is also expected to monitor the effectiveness of the health and safety arrangements and systems to promote improvements where necessary.

This post is exempt from the provisions of Section 4(2) of the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975. You are therefore not entitled to withhold information about convictions which for any other purposes are ‘spent’ under the provisions of the Act. Any failure to disclose such convictions could result in dismissal or disciplinary action by the SHA. Any information given will be completely confidential and will be considered only in relation to the positions to which the Order applies.

The successful applicant will be required to complete a Police Disclosure.

# Personal Specification

## Job title: Organisation: Date prepared:

Communications Officer

Scottish Huntington’s Association September 2018

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| **Personal attributes** | **Essential/ Desirable** | **How identified** |
| **Qualifications:**  Educated to degree level or equivalent | E | Application |
| **Experience:**  Experience of working in a comms, media and PR setting | E | Application and interview |
| Developing and implementing a communication and social media strategy | E | Application and interview |
| Experience of raising and maintaining the profile of an organization using the most appropriate channels | E | Application and interview |
| Campaign planning and delivery | E | Application and interview |
| Prior experience of managing and producing in-house magazines and annual review | E | Application and interview |
| Experience of designing and implementing surveys | E | Application and interview |
| Experience of working with complex and sensitive subject matters | E | Application and interview |
| Experience of using social media to engage with beneficiaries | E | Application and interview |
| Proven track record of developing and maintaining relationships with media contacts, stakeholders and charity spokespeople | E | Application and interview |
| Proven track record of achieving coverage in the media | E | Application and interview |
| Internal communications planning and delivery | D | Application and interview |

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| **Knowledge and Skills:**  Ability to write compelling media copy  Knowledge and experience of using social media and digital communication platforms  Effective written, listening and verbal communication skills.  Ability to analyse, evaluate and compile progress reports  Ability to deal with incoming media enquiries promptly  Ability to prioritise work and meet competing deadlines  Have excellent knowledge of Microsoft office and relevant design software  Have excellent interpersonal and people management skills  Have excellent organisational skills and attention to detail  Good presentation skills | E E E E E E E E E  E | Application and interview Application and interview Application and interview Application and interview Application and interview Application and interview Application and interview Application and interview Application and interview  Application and interview |
| **Other:**  Ability to work alone and as part of a team. A satisfactory level of attendance.  A willingness to attend training as needed  A commitment to the values and work of the Association  Car owner and hold a legal driving licence. | E E E E  D | Application and interview  Application, interview and references  Application and interview  Application and interview Application |