



Communications & Fundraising Officer

JOB DESCRIPTION

Purpose of this job: To develop and deliver effective communications to a variety of target audiences, with the aim of:

- Raising awareness of the BB across Scotland and highlighting the impact the organisation has on young people.
- Supporting volunteers across Scotland to promote the work of the BB
- Raising funds to support the work of the Brigade across the UK.

Responsible to: The Director for Scotland.

Location: The role will be based at Scottish HQ, Carronvale House, Larbert.

Salary/Contract : c£23,000 - £25,000 starting salary (dependent on experience). There is an annual leave entitlement of 25 days leave plus statutory bank holidays. Initial contract of 2 years

Key Responsibilities

External Communications

- Development and delivery of the external communications strategy for the Brigade in Scotland.
- Liaise with staff, volunteers and young people to gather creative content
- Manage the Brigade relationship with the media, including the production and dissemination of media releases and website content.
- Lead BB Scotland's social media/digital presence.
- Provide guidance, training and support to Brigade staff, volunteers and young people on communications and media relations.
- Development and implementation of engagement campaigns.
- Monitor and evaluate the success of the external communications in Scotland.

Internal Communications

- Responsible for Brigade's membership communications in Scotland, including regular e-communications
- Support the development of Brigade's internal magazine
- Support with communications for and at national events

Fundraising

- Research and develop funding applications/approaches to charitable trusts, foundations, statutory bodies and major donors.
- Manage and develop current external funding, including reporting to funders.

Other

- Represent the Brigade as necessary on relevant networks and at external events etc.
- Assist with the delivery of other national projects and development opportunities.
- Carry out any other relevant duties as requested.

Person Specification

Essential

- A gifted communicator with proven experience in delivering effective communications to different audiences.
- Excellent written skills with the ability to produce concise and creative content
- Excellent presentation and interpersonal skills that will be required to build relationships with existing and potential partners, supporters and funders
- Confident and creative user of social media
- Experience of producing successful funding proposals
- Experience of working with and supporting volunteers
- Ability to plan and prioritise own workload but also have a flexible approach as part of a small team
- Ability to demonstrate initiative and work well under pressure
- Willingness to travel and to work evenings and weekends as required
- Sympathetic to the vision and mission of The Boys' Brigade

Desirable

- Experience of producing engaging video content
- Experience and understanding of youth organisations
- Understanding of the current challenges facing the charity sector and specifically the fundraising and communications environment
- Fundraising, Marketing, PR or Communications qualification

Please Note:

Appointment will be subject to two references and the successful application to be a member of the PVG scheme.

The post holder should have a full driving license and access to a car, mileage will be paid at the Brigade's current employee rate.

June 2019