ROLE DESCRIPTION

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| Job Title | Communications Officer |
| Division | Charity Services |
| Department | Policy and Communications  |
| Location | Edinburgh |
| Geographical focus of role | Scotland-wide |
| Contractual Status of Role: | Permanent, 35 hours per week  |
| Salary: | £27,000 - £28,000 pa (depending on experience) |
| Job Title of Line Manager: | Head of Policy & Communications |
| Job Titles and number of any direct reports  | None |
| Job Purpose: | Raise the profile of Age Scotland, promote awareness and understanding of its work through developing and delivering multi-media content, corporate communications/publications and securing high-quality media coverage - across print, broadcast and online.  |
| Main Responsibilities/Deliverables: | Support the Head of Policy and Communications in the development and execution of the charity’s communications strategy, including PR opportunities, social media, publications, brand promotion, internal communications and effective messaging. **PR & Media** * Deliver a high volume and quality of media coverage to promote Age Scotland’s campaigning, fundraising, brand and other activities through a wide range of print, broadcast and new media outlets.
* Work with colleagues across the organisation to develop media activity to support the charity’s campaigns on issues affecting older people.
* Draft press releases, commission and contribute articles and provide high quality copy for a range of audiences. Proactively identify, initiate and manage ideas for PR and approach and brief broadcasters, journalists and feature-writers.
* Prepare comments in response to media enquiries.
* Organise photo calls, press launches and other media events.
* Provide media briefings for the charity’s spokespeople.
* Build a network of contacts throughout the media and directly brief them on the organisation’s work.
* Act as a media spokesperson as required and represent the organisation externally.
* Participate in the out of hours press service (approx. one week in six).
* Monitor news outlets, consumer, PR and other relevant media agendas and identify PR opportunities. Develop PR media messaging that is consistent with wider organisational positioning, promotes our brand and speaks clearly to key audiences.
* Monitor, evaluate and prepare reports detailing coverage delivered against targets and objectives.

**Digital** * Manage and develop the charity’s social media channels.
* Work collaboratively with teams across the charity to develop multimedia content and case studies which promote the work of Age Scotland, to include video content.
* Build our digital community by engaging supporters through online conversation and high levels of customer service.
* Provide website support and update content using the CMS.
* Manage and develop an e-newsletter strategy across the charity.

**Corporate communications*** Coordinate, write and edit publications e.g. Advantage magazine and the annual review.
* Work closely with the marketing team to ensure brand consistency.
* Co-ordinate the Age Scotland National Conference Awards.

**Internal communications*** Implement an internal communications strategy, bring the charity’s values to life and facilitate the dissemination of organisation information.

Liaise with communications officers at sister charities Age UK, Age NI and Age Cymru. |

**PERSON SPECIFICATION**

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| **ESSENTIAL** | **DESIRABLE** |
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| **Experience:** |  |
| Experience of working in a media or PR environment and of working with the Scottish media. |  |
| Experience of producing written communications for a variety of sources – press releases, copy for publications, website content etc. |  |
| Experience of delivering creative PR and brand-building media coverage. |  |
| Experience of managing social media channels. |  |
| Experience of internal communications. |  |
| Experience of working collaboratively with internal stakeholders and working on cross-divisional initiatives. |  |
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| **Knowledge/skills:** |  |
| Strong knowledge of the media and a good range of current media contacts (national, regional and broadcast media). |  |
| Knowledge of current social and political issues particularly in relation to Scotland’s older people. |  |
| Knowledge of current trends and new techniques in communications, marketing and campaigns. |  |
| Excellent written and verbal communication skills, including the ability to write concise and engaging media copy. |  |
| Understanding of how to promote a wide range of initiatives including fundraising and other organisational activities across a broad range of media. |  |
| Excellent planning skills and a flair to identify and maximise opportunities. |  |
| Ability to contribute creative ideas, digest information and translate into stories. |  |
| Knowledge of basic design and video editing software e.g. Canva and WeVideo. |  |
| Good organisational skills, ability to work flexibly, prioritise workloads, manage competing demands and work under pressure and to tight deadlines. |  |
| Ability to network and create good working relationships with people and organisations at all levels. |  |
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| **Additional Requirements:** |
| The role requires occasional travel in Scotland and the wider-UK, involving possible overnight stays. |  |
| Commitment to the aims and vision of Age Scotland and the ability to demonstrate those values in your work. |  |
| Commitment to equal opportunities. |  |
| Commitment to work alongside and support volunteers. |  |
| Employees are expected undertake any and all other reasonable and related tasks allocated by their line manager. |  |