

## Job Description

# Digital Media & Communications Officer

## Scottish Centre for Conflict Resolution (SCCR)

**This position is currently funded to 30<sup>th</sup> June 2020, with the potential to be extended to 31 March 2023.**

For 50 years, Cyrenians (a Scottish Charitable Incorporated Organisation (SCIO), registered charity number SC011052) has served those on the edge; working with the homeless and vulnerable to transform their lives by beginning with their story, helping them believe that they can change their lives, and walking with them as they lead their own transformation.

Our Vision is an inclusive society in which we all have the opportunities to live valued and fulfilled lives. We work to make that vision a reality by our Mission to support people excluded from family, home, work or community on their life journey.

We aim to offer consistently excellent service across all locations and in all our activities. Our way of working is built on our four core values:

**Compassion:** We believe that everyone should have the chance to change, no matter how long that might take.

**Respect:** We believe in tolerance, acceptance, valuing diversity and treating each other as equals.

**Integrity:** We are committed to the highest quality of work, grounded in honesty, generosity, sincerity and professionalism.

**Innovation:** We are willing to take risks, challenge convention and be very creative in our search for new ways of working, in particular by taking account of the environmental impact of our decisions.

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## 1 General

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Cyrenians' Scottish Centre for Conflict Resolution (SCCR) is currently funded by the Scottish Government's Children, Young People & Families Early Intervention and ALEC Fund. SCCR is a national initiative and provides a range of training, events and innovative digital developments to support best practice in relation to mediation and the development of skills and techniques for managing conflict at home. The focus of the work across Scotland is with professional/practitioners, who work with families experiencing high levels of conflict and where there may be a risk of homelessness, young people and parents/carers.

### **Cyrenians' SCCR:**

- Develops and offers a range of award winning multi-media and digital resources to better support young people, families and the people who work with them to deal with family conflict.

- Supports professionals and practitioners across Scotland to work with families experiencing significant conflict at home to improve relationships and lives.
- Develops and delivers training and events in conflict resolution and associated areas of interests that meets the needs of young people and families.
- Develops and delivers training that increases professional skills, knowledge and understanding for those working with young people and families who are experiencing conflict.
- Works across all 32 Local Authorities in Scotland and engages with organisations to: promote models of best practice in mediation; increase awareness of skills and techniques for managing conflict at home; share learning and research findings from our national survey work.
- Continues to develop new and innovative multi-media digital resources that are freely available via the SCCR website [www.scottishconflictresolution.org.uk](http://www.scottishconflictresolution.org.uk)
- Disseminates information from the centre which will support and promote our activities, provide information/resources, and an on-line professional practice forum with moderated interactions for parents and teenagers.
- Raises the profile of the importance of our work through PR, press, media and campaigns.
- Develops digital campaigns based on an integrated communication strategy to raise awareness of the impact of conflict on families and communities and builds on Cyrenians' extensive knowledge and experience of delivering mediation, support services and conflict resolution to reduce youth homelessness.
- Ensures robust internal and external evaluation of our work.

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## **2 Main Aims of the Role**

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This role will be key in the delivery of the online objectives and external communications of the SCCR. The post holder will be responsible for writing highly engaging content, editing and ongoing maintenance of the content of the SCCR website, selected social media tools, online communications and devising and executing successful campaigns.

In addition, developing and delivering a communication strategy to promote campaigns, events and other activities. Writing press releases and articles that secure media coverage across a wide range of mediums that encompasses: press, broadcasts, specialist publications and online.

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## **3 Tasks and Responsibilities**

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- Develop, write and manage a social media strategy and digital campaigns.
- Writing and editing content for the SCCR website when required.
- Establishing, maintaining and moderating online communities/stakeholder interaction through website and related channels.
- Deliver a media marketing plan and feed into Cyrenians overall marketing and communications strategy.

- Production of high quality marketing materials and other profile building activity.
- Work with key members of the team to deliver and manage online communication campaigns that promote training events, seminars, marketing and national awareness-raising activities.
- Promote the organisation’s overall Conflict Resolution Services to ensure the highest possible profile.
- Develop an efficient and effective monitoring and evaluation system for site traffic, both qualitative and quantitative that evidences activity and impact. Produce activity reports for management and governance.
- Build relationships with the media, writing engaging articles for press releases that secure media coverage across a wide range of mediums that encompasses: press, broadcasts, publications and online.
- Monitor news and other media to pick up on opportunities that can raise the profile of our work.
- Keep up to date with changes, trends and developments in the media / social media to ensure the service is responding to change. Read and file relevant articles/publications.
- Build and maintain excellent relationships with other organisations to support our work and objectives.
- Monitor and evaluate; producing reports that demonstrate the impact and reach of our digital media and other communications.

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## 4 Person Specification

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<b>Essential Experience</b>	<ul style="list-style-type: none"> <li>• Experience of using Web Content Management Systems, a range of Social Media platforms and tools (Facebook, Twitter, Linked In etc.), Microsoft Office, Design tools and Outlook.</li> <li>• Monitoring emerging news and social media, with Experience in PR, media communications.</li> <li>• Developing creative ideas that drive campaigns that are engaging and successful.</li> <li>• Experience of using InDesign and producing publications.</li> <li>• A minimum of two years’ experience, of working in a busy working environment.</li> </ul>
<b>Essential Skills</b>	<ul style="list-style-type: none"> <li>• Excellent IT skills, including website editing software and social media scheduling</li> </ul>
<b>Approach and Qualities</b>	<ul style="list-style-type: none"> <li>• Creative thinker, able to produce engaging and powerful content and shows initiative around new ideas or taking different approaches.</li> <li>• Highly responsive, especially in relation to Social Media and online community interactions.</li> <li>• Quality focused, including a sound grasp of grammar and attention to detail.</li> </ul>

	<ul style="list-style-type: none"> <li>• Able to work independently, positive and creative.</li> <li>• Able to act as a digital champion and advisor internally to a wide variety of stakeholders across all levels of the organisation.</li> <li>• Good at working in a team. An effective communicator who is able to converse with all stakeholders.</li> </ul>
<b>Qualifications</b>	A Related degree qualification and/or relevant professional experience.

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## 5 Terms & Conditions

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<u>Employer:</u>	Cyrenians
<u>Accountability:</u>	Cyrenians Board of Trustees (via the Chief Executive of the Cyrenians)
<u>Line Manager:</u>	Senior Network Development Manager
<u>Liaison with:</u>	Other Cyrenians staff and staff from the Conflict Resolution Services
<u>Reporting:</u>	Reporting against personal objectives and work plan at regular one to one meetings
<u>Workplace:</u>	Edinburgh based with some travel across Scotland
<u>Working Hours:</u>	28 hours per week, which may include occasional evening and weekend work
<u>Annual Leave</u>	25 days plus 10 public holidays pro rata
<u>Salary:</u>	£20,214 – £23,721 pro rata (scale points 20 to 24) This equates to a pro-rata salary of £15,297 for a 28 hour week at SCP20.
<u>Pension:</u>	Auto-enrolment into Qualifying Workplace Pension Scheme (QWPS) which is a Group Stakeholder Pension Scheme – current contributions being 5% employee and 3% employer. Option of enhanced Employer contributions to the same QWPS of 6% initially, rising to 9% after 2 years and 12% after 5 years (subject to employee contributions of 6%)
<u>Status:</u>	Funded to 30 June 2020 in the first instance
<u>Disclosure:</u>	Not required

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## 6 Application deadline and Interview dates

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<u>Closing date:</u>	12 noon on Monday 4 <sup>th</sup> February 2020
<u>Interview date:</u>	Thursday 13 <sup>th</sup> February 2020
<u>Stage 2 date:</u>	TBC

Please refer to the Recruitment Information leaflet for further information on completing and submitting your application form.