



Job Title	Communications Officer
Line Manager	TBC
Management of other staff	N/A
Salary	£28,000
Post Duration	12 months, fixed term contract

Overview of the role

The role of Borders Third Sector Interface is to support voluntary organisations operating in the area, both local and those national organisations that deliver services at the local level which helps improve people's wellbeing and contributes to economic growth. It plays a vital role in supporting communities at a local level.

- support and promote volunteering;
- support and develop social enterprise;
- support and develop community development in its widest sense
- provide the connection between the Community Planning Partnership and the Third Sector.

We do this by working with third sector partners and public agencies to identify areas and communities of greatest need, design responses and create an environment for innovation and growth.

In Scottish Borders, our Borders Third Sector Partnership comprises of -

- The Bridge
- Berwickshire Association for Voluntary Service (BAVS)
- Volunteer Centre Borders
- Scottish Borders Social Enterprise Chamber

The role of Communications Officer is:

- To support the implementation and delivery of the Borders TSI Communications Strategy and action plan/
- To work closely with partners to identify and create a framework for the Communications Strategy and action plan.

The role would include:

- To act as the communicator on behalf of the Partnership, ensuring the delivery of strategic partnership communications actions in the Borders and supporting and underpinning our engagement and communications plans on behalf of our Partnership;
- To undertake any agreed, Partnership administrative tasks as and when required;

- Utilise public relations, marketing, digital and social media expertise to implement plans as agreed with the Partners;
- Develop content that supports the Partnership and inspires our internal and external audiences;
- To help increase awareness and engagement within the Partnership and the Third Sector;
- Provide regular reports outlining successes and key findings to feed into the Communications Strategy for future plans and activities;
- Monitor and evaluate the effectiveness of the communication activities with the lead officers and amend strategy as necessary;
- To identify suitable funding for the Partnership;
- Work with the TSI staff to create and assess electronic surveys for feedback and effectiveness;
- Develop new approaches that add value to Borders TSI brand and engage more people;
- Work with partners to create and maintain a communications framework and strategy;
- Work with lead officers to ensure that there is a continuous process of stakeholder identification, analysis, engagement and assessment of engagement;
- Identify appropriate channels of communications for categories of stakeholders;
- Develop, maintain, monitor and populate the channels of communications including the Borders TSI website, social media, bulletins, PR, roadshows and events, ensuring that partners' social media, websites and PR are all included and that links with local and national partners are also included.

Personal Development

- Keep abreast of technical communications' developments and best practice approaches;
- Maintain up-to-date knowledge of relevant legislation and regulation especially GDPR;
- Have excellent digital and social media skills.
- Good knowledge of digital and traditional marketing channels
- Maintain up to date knowledge of the work of the third sector;
- Support a culture where improvements can be made as a result of lessons identified, captured, assessed and implemented.

General

- Adhere to the organisation's policies and procedures;
- Work within agreed budgets and timescales;
- Carry out other duties as may be reasonably assigned from time to time.



Key Contacts

The role will be responsible for the framework and delivery of the Borders TSI Communications Strategy and will have contact with a broad range of stakeholders including:

- Key partners and prospective partners;
- Scottish Borders Council and NHS Borders;
- Scottish Government and National Agencies;
- The wider Borders Third Sector partners;
- Health and Social Care Partnership staff at locality level;
- Other TSIs.