

The Children & Young People's Commissioner Scotland is recruiting for the position of:

**Media and Communications Officer**  
**Temporary (6 months), Part Time (22 Hours)**  
**Grade 4 (starting at £35,586 pro rata)**  
**Based in Edinburgh**

The responsibilities and powers of the Children and Young People's Commissioner are set out in the Commissioner for Children and Young People (Scotland) Act 2003. The Commissioner is appointed by the Queen on the recommendation of the Scottish Parliament and is entirely independent of the Scottish Government.



All applications by CV and covering letter are welcomed and must be submitted before closing at midday on 21 August 2020.

Interviews will take place on 26th/27th August 2020 and will be conducted remotely due to COVID-19.

Candidates with care experience, or with a disability, who satisfy the essential criteria for the post will be invited for interview. \*

CV and covering letter accepted by email to [recruitment@cypcs.org.uk](mailto:recruitment@cypcs.org.uk)

**Children & Young Person's Commissioner Scotland**

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Youtube: [www.youtube.com/user/RightsSCCYP/](https://www.youtube.com/user/RightsSCCYP/)



**Passionate about children's human rights? Want to use your expertise to make a real difference to the lives of children and young people? Then we want you to join us to promote and safeguard the rights of children and young people in Scotland.**

### **Overview of the Children and Young People's Commissioner Scotland**

In 2003 the Scottish Parliament wanted to "make a real difference by creating an independent, high-profile and influential post" of Children and Young People's Commissioner with a responsibility to promote and safeguard the rights of everyone under 18 in Scotland or up to 21 if the young person is in care or has care experience.

Children and young people don't have the same economic or political power as adults. Adult systems aren't designed around children's needs and when things go wrong it's much harder for them to get justice. They need a champion who is an independent person able to challenge those in power. The role of Commissioner must do that, whilst bringing together different parts of the political and institutional systems and society in the best interests of the child.

As well as being a champion for rights, a key part of the job is to work with people who make decisions that affect children and young people lives so that they deliver on their promises – for example within education, healthcare, housing and justice. Decision-makers must understand their rights obligations and include and listen effectively to children and young people in order to do their jobs properly.

We are a dedicated team of 15 staff who bring a variety of skills and talents to help influence and drive progress within children's human rights. As a team, we work to our shared values of bravery, independence, leadership, participation and respect so that we can be the fierce champions of rights that children and young people need us to be.

**We're looking for an experienced communications professional with a passion for human rights to join our team working to promote and safeguard children's human rights in Scotland.**

**This role is about influencing meaningful change and you'll work with key stakeholders as well as directly with children and young people to raise awareness of rights so that we can successfully develop a culture of children's human rights in Scotland.**

**As a team, we work to our shared values of bravery, independence, leadership, participation and respect so that we can be the fierce champions of rights that children and young people need us to be.**

**You'll bring your enthusiasm, ideas and sound judgement to communicating children's human rights to a wide range of audiences along with the ability to create positive relationships with the media and other key stakeholders. You'll have strong experience in media relations and effective storytelling that respects the views and experiences of children and young people. You'll understand how to engage with children and young people by putting together creative and innovative communications projects which empower them to influence change.**



Job Title: **Media and Communications Officer**  
Grade: **4 (Temporary 6 months,  
Part-time 22 hours)**  
Reporting to: **Head of Communications**  
Location: **Edinburgh**

## **Background**

In promoting and safeguarding children's human rights, our office must have regard to the United Nations Convention on the Rights of the Child. In particular we must work to ensure that children and young people enjoy their rights and lead lives where they are free from discrimination, their best interests are always taken into account, they have the opportunity to maximise their development and their views are given due regard in decisions affecting them.

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## **Role Summary:**

The Media and Communications Officer has responsibility for delivering on the office's statutory duty to raise awareness and understanding of children's human rights. You'll bring your enthusiasm and experience to the role, working collaboratively to drive the office's proactive communications activity using media, social media and other broader activities.

This is a role that requires you to build relationships with the media and other key networks and partners as well as work directly with children and young people to ensure that their voices and experiences are at the heart of our communications activity. Key to the role is organisation, enthusiasm and the commitment to create spaces and opportunities for children and young people to take an active role in influencing and driving change.

You'll be working in a small team alongside a Digital Media Officer (part time) and reporting to the Head of Communications to support the office's communications activities but will be expected



to regularly engage with colleagues across the office.

This role is a fixed term contract for six months at 22 hours a week (3 days), with one of those working days on a Friday.

As with all roles within the office, the job occasionally requires weekend and evening working.

### **The key strategic issues impacting on the post will be:**

- Relevant domestic law including the Commissioner for Children and Young People (Scotland) Act 2003
- International human rights instruments, particularly the United Nations Convention for the Rights of the Child (UNCRC)
- The office's Strategic Plan 2020-24

### **Responsibilities:**

- Identify, devise, support, implement and evaluate a range of media activities to deliver the objectives and targets of the office's strategic plan.
- Working with senior colleagues to develop targeted communications strategies, including identifying and developing local and specialist media opportunities.
- Working collaboratively with colleagues to produce and/or edit copy for external publications including opinion pieces, speeches, blogs, journal articles.
- Write and edit major reports and publications including the Annual Report.
- With guidance and direction from senior colleagues, deliver the Commissioner's day-to-day press office function including researching and developing media stories, drafting and issuing press releases/media lines, and providing an out of hours media enquiries service in rotation with colleagues
- Providing guidance and advice to senior members of staff on media strategies, interviews and other public appearances.
- Monitor and report on the Commissioner's media and digital outputs including maintenance of media monitoring and preparation of reports.
- Engage directly in participation work, particularly around communications activity and projects.
- Support colleagues to use effective communications activities to influence changes in law, policy and practice



- Work collaboratively with all teams and stakeholders to achieve the office's strategic objectives.
- Public presentations relating to the work of the Commissioner as required.

**The responsibilities outlined in this job description should not be regarded as comprehensive in scope and may be added to or altered as required, in line with the requirements of the Children and Young People's Commissioner Scotland.**

## **Essential Requirements**

The successful candidate must have:

### **Knowledge and experience**

- Degree or post graduate qualification in a relevant discipline such as public relations or journalism
- OR substantial experience working in a similar role(s) and at a similar level.
- A proven track record in dealing with the media effectively

### **Leadership**

- Experience of delivering advice and support on good communications practice to colleagues at all levels
- Ability to persuade, influence and inform decision makers and opinion formers
- A strong news sense and an awareness of emerging issues and trends which impact on your work and the work of the office

### **Participation**

- Commitment to a rights-based approach to work and in particular to the meaningful participation of children and young people
- Experience of creating and maintaining effective media relations
- Digital skills including some experience of using social and digital channels to engage audiences
- Excellent written and oral communications skills, including demonstrable ability to produce impactful and accessible content for a range of different audiences



## **Bravery**

- At least three years' experience of media relations / press office experience including communications planning, writing press releases and securing national and local coverage.
- Ability to critically evaluate options and make sound decisions and recommendations in a fast-paced environment
- Organisational skills and an ability to undertake high volumes of work, to a fast pace and delivered to strict deadlines;
- Strong negotiation and influencing skills

## **Independence**

- Experience of taking ownership and being accountable for work and encouraging others to do the same
- A willingness to generate new ideas and approaches
- A good understanding of how media and public communication works across all its forms and the ability to use this knowledge to promote the business of the Children and Young People's Commissioner Scotland effectively

## **Respect**

- An excellent capacity to develop, manage and maintain effective working relationships internally and externally
- A proven track record of working effectively in teams in a multi-disciplinary environment.

**These key tasks are not intended to be exhaustive, but they highlight a number of major tasks that the post-holder may be reasonably expected to undertake.**

Appointment to this post, is subject to membership of the PVG scheme (Protection of Vulnerable Groups scheme) and satisfactory PVG Scheme records issued by Disclosure Scotland. Where the contents of a PVG Scheme record are not satisfactory, we reserve the right to withdraw the offer of employment.

Successful candidates will be required to produce original certificates to enable us to verify qualifications.

\* Disability is defined as a physical or mental impairment, which has a substantial and long-term adverse effect on a person's ability to carry out normal day-to-day activities.

We consider you to be care-experienced if you have ever been looked after in local authority care (for instance if you have been in foster care/ kinship care/residential care, or have been looked after at home on a compulsory order).

