



Job Description: Digital Communications Officer

Hours of work:	Part time (21 hours per week)
Salary:	£20,355 (pro-rata)
Location:	In line with current Scottish Government restrictions, you will be working from home until the situation changes.
Holidays:	26 days per annum plus 10 public holidays (pro-rata)
Pension:	Optional group pension scheme based on employer contributions of 3.5-5% (depending on employee contribution) after three months
Reporting to:	Policy and Communications Manager
Contract:	Fixed term till 31 March 2021

Background:

Staf, formerly the Scottish Throughcare and Aftercare Forum, was formed in 1998 and is Scotland's national membership organisation for all of those involved in the lives of young people leaving care. Staf is the only membership organisation with a specific focus on the throughcare and aftercare of young people leaving care, with over 70 members. We strive towards our collective vision of a Scotland where the wellbeing and success of young people leaving care across Scotland is indistinguishable from that of their peers in the general population.

Main Function:

To support Staf to promote our work through our website, social media platforms and newsletters.

Specific Duties:

1. Support the Policy and Communications Manager in delivering communication plans to:
 - a. Increase Staf's brand awareness and public image.
 - b. Engage with current members and broaden Staf's membership
 - c. Increase awareness and therefore attendance of all Staf events
 - d. Promote Staf's training and consultancy services
 - e. Promote external policy positions
 - f. Promote and support projects, including communicating key outputs
2. Ensure the Staf website is kept up-to-date with engaging content for a wide variety of audiences.
3. Create and curate content for our website and social media platforms, including graphics, blogs, news items, podcasts and videos.
4. Support and encourage other staff members to use social media and to promote its use at all of our events.
5. Design materials, including graphics, leaflets and reports, to promote Staf's projects, events, policy positions, membership and services.
6. The production and distribution of Staf's regular newsletter.
7. To manage and maintain Staf's marketing lists.

We listen. We care. We love.





- 8. To measure and report the impact of our communication plans through digital analytics.
- 9. Any other duties to support the work of Staf.

Skills and Abilities	Essential	Desirable
1. In depth understanding of social media platforms	√	
2. Ability to manage a wide range of tasks with competing priorities and deadlines	√	
3. Excellent organisational skills and the ability to manage a wide range of tasks with competing priorities and deadlines.	√	
4. Ability to use a range of functions in IT packages in particular Microsoft Excel, Word, PowerPoint and Outlook.	√	
5. Ability to create graphics for social media.	√	
6. Demonstrable high level attention to detail, accuracy and timeous completion of tasks.	√	
7. Excellent written and verbal communication skills.	√	
8. Numeracy and ability to handle statistics.	√	
9. Able to produce great copy and tell a compelling story, through blogs, news items or emails.	√	
10. An ability to travel and work out with normal hours for events further afield.	√	
11. An understanding of the challenges that face young people in and leaving care in Scotland.		√
12. Ability to produce photographs, videos and podcasts.		√
13. Ability to use Adobe Suite programs to create and edit graphics, photographs and videos.		√

Experience and qualifications

Relevant degree qualification or experience of working in a communications, social media or creative role. A minimum of 2 years' experience in the charity sector is desirable.