

Head of Digital and Communications

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EMPLOYER	VOCAL (Voice of Carers Across Lothian)
SALARY	SCP66. £18.85 per hour. £35,388 per annum (pro rata, if part time) VOCAL will match up to 6% pension contribution
HOURS	36/30 per week with some evening and weekend work 32 days paid leave plus six public holidays (pro rata, if part time)
LOCATION	The post holder will work across Edinburgh and Midlothian based at VOCAL's Edinburgh Carers Hub, 60 Leith Walk, EH6 5HB

VOCAL is a carer-led organisation employing 50 staff, supported by a team of nearly 50 volunteers, who are based at the Edinburgh Carers Hub and Midlothian Carers Centre and within several health and social care settings across Edinburgh and Midlothian. VOCAL communicates with over 10,000 carers annually, utilizing a range of platforms and media, and works with partners across all sectors to improve carer awareness and identification.

Purpose of the post

This new senior role will lead a multidisciplinary team with external and internal dimensions, responding to expansion of carer support as a result of new statutory contracts and social enterprising initiatives. The external focus of this team is to develop and expand VOCAL's reach to increase carer awareness and identification, promote carer engagement and VOCAL's services and to build cross sector partnerships and synergies. Internally, this team provides leadership in areas of digital transformation and staff upskilling, ICT infrastructure, data management and information governance.

The Head of Communications and Digital will work across VOCAL and partner agencies to lead VOCAL's internal and external digital and communication services, providing strategic direction to stay at the cutting edge of digital developments and raising the profile of VOCAL's work with the public and relevant stakeholders through a range of communication channels and media.

The post holder will lead the:

- strategic development and implementation VOCAL's digital and communication services
- development and operational management of VOCAL's digital presence including websites, social media platforms, video resources and interactive media/apps
- promotion and marketing of VOCAL's work, instigating and managing press and media relationships and campaigns
- development and management of digital and/or printed information and marketing resources

As a member of VOCAL's Senior Management Team (SMT), the post holder will have shared responsibility for the implementation of VOCAL's Business Plan and associated fundraising activity, in particular the strategic objectives relating to communications and digital transformation.

Practice expectations / personal attributes

This role connects with multiple teams and stakeholder groups and the post holder will be expected to build relationships and consensus through negotiation and cooperation with others to achieve required goals.

Strategic and operational decisions should be informed by a proactive evidence-based approach making excellent use of existing data and information.

VOCAL promotes a coaching culture which upholds the values of the organisation, as such the post holder should reflect this through coaching and leading both direct reports and peers in the areas of communication, technology and digital transformation.

The post holder should provide strategic and operational leadership which inspires a culture of innovation, quality and improvement. They should be solution-focused, determined and self-motivated, with the agility to move quickly from detail to bigger picture.

VOCAL values

- We are carer-led and engage carers in all aspects of our work
- We recognise and advocate for carers as equal partners in care
- We support carers to:
 - build on their strengths and skills
 - identify and achieve their outcomes
 - strengthen their resilience
 - improve their quality of lives
- We believe in diversity, equality of opportunity and choice
- We promote transparency and honesty
- We treat people with dignity and respect
- We create opportunities for innovation, creativity and enterprise
- We seek to work in partnership around agreed outcomes

Improved outcomes for carers

As a member of VOCAL's SMT, the post holder will contribute to the following outcomes for carers.

Carers will report:

- being better informed about issues linked to their caring role
- improved confidence in their ability to shape services and support
- improved confidence in managing their caring role
- improved physical and mental wellbeing
- improved confidence in their ability to deal with the changing relationships
- improved economic wellbeing
- improved social wellbeing
- improved personal safety

Person Specification

The post holder is expected to evidence and demonstrate the following **essential**:

Experience

- Working at a senior management level with strategic responsibilities
- Developing and implementing innovative communication strategies, projects and campaigns
- Developing and managing websites and online platforms/systems
- Initiating and managing relationships with press/media, leading successful media campaigns
- Line management at a senior level with a focus on inspiring and motivating team members
- Managing cross sector partnerships including a mix of contractual and informal relationships
- Managing brand position and messaging

Knowledge

- Practical and applied knowledge and understanding of the communications toolkit including:
 - creation of digital and printed resources
 - social media and website management
 - email marketing
 - content development
 - brand management
 - PR and media relations
 - internal communications
- Understanding of issues affecting carers

Skills

- Excellent project management skills, including ability to prioritise tasks and manage multiple projects whilst working within tight timescales and budgets
- Good stakeholder management skills and ability to form effective and successful partnerships
- Strong IT and digital skillset: Office 365 suite including SharePoint and MS Teams, data visualisation and analytics, HTML/Wordpress (or similar content management systems), email marketing, Adobe creative suite, video editing software
- Ability to monitor and assess communication activity against business/strategic objectives
- Excellent presentation, writing and influencing skills
- Excellent analytical skills with the ability to assess complex situations and offer solutions

Qualifications

- Educational qualifications which may include qualifications in communications, PR, marketing or digital media to university degree level, or other relevant qualifications.

Desirable

- Knowledge of the support available to carers living in the Lothians, key policy and legislation

Job Description

1. Strategic development and implementation VOCAL's digital and communication services

- Drive engagement and lead on the strategic development, planning and delivery of VOCAL's communication and digital services
- Develop ambitious and innovative solutions to support carer identification across all media and platforms
- Lead the planning, production and distribution of high quality digital and/or printed information resources for carers and practitioners utilising the latest technology
- Internally, lead the coordination and delivery of VOCAL's Communications group
- Externally, work with VOCAL's strategic and/or delivery partners to develop communications and branding and ensure a coordinated response to promote carer support activities.

2. Promotion and marketing of VOCAL's work across carer support and business developments

- Lead on all promotional activity including press and PR to support the promotion of VOCAL's services and fundraising initiatives
- Develop and manage VOCAL's digital and/or printed marketing resources
- Lead the development of VOCAL's brand ensuring values are clearly reflected and branding is consistently used internally and externally, whilst adhering to all legal requirements
- Proactive and responsive monitoring of the effectiveness of promotional activity

3. Development and operational management of VOCAL's digital presence

- Lead the management and development of VOCAL's websites, social media platforms, video resources and interactive media/apps
- Lead the planning and delivery of innovative digital communications for carers (e.g. E-bulletins, blogs)
- Work closely with other senior managers to support the delivery of carer support activities through digital platforms (online training, peer support groups)

4. Membership of VOCAL's Senior Management Team (SMT)

- Contribute as a member of VOCAL's Senior Management Team to the development and delivery of VOCAL's Business Plan, strategic objectives and fundraising activities
- Inform and influence strategic objectives from a communications perspective
- Lead the development of standards, policy and procedures, and performance metrics for communication and digital functions across the organisation
- Provide strategic analysis of communication and digital priorities to SMT with assessment of risks and opportunities

General Duties

- Contribute to VOCAL's quality assurance frameworks in all areas of practice
- Comply with VOCAL's policies and procedures
- Participate in relevant staff team meetings
- Carry out other non-recurring duties as arise from time to time, and occasionally provide cover during the absence of team members

Accountability, Management and Development

- The post holder will benefit from a structured induction programme within the first month of appointment, followed by a six months' probation period.
- The post holder will ultimately be accountable to the Board of Directors. For line management, supervision and support the post holder will report to VOCAL's Deputy CEO.
- VOCAL acknowledges its responsibility to help identify training needs of staff and to allow reasonable time and resources for staff training, where such training furthers the duties and responsibilities of the post.
- The post holder will be based at the Edinburgh Carers Hub, but will be expected to carry out a range of duties at different locations in Edinburgh and Midlothian.
- The post holder will be expected to carry out the duties of this post with due regard to Equal Opportunities and non-discriminatory practice.

Conditions of Service

- The post is advertised at 36 hours per week (full time) but would consider 30 hours per week
- There is a six month probationary period
- The post qualifies for 32 days annual leave and statutory holidays (pro rata, if part time)
- The employer is committed to meet a 6% pension contribution
- VOCAL offers childcare vouchers and is implementing a cycle-to-work scheme.