

Join us to help improve the lives of disabled children and their families by becoming our new Communications Officer



Job Title: Communications Officer

Hours: Full-time 37 hours per week

Location: Edinburgh (with some home working)

Salary: Grade 4 (£22,185 – £26,100 DOE)

JOB PURPOSE

The Yard is a Scottish charity supporting disabled children and young people (aged 0-25), and their families, through adventure play. We offer creative and inclusive play experiences in a well-supported environment, alongside wraparound support for the whole family. Our services are known for their innovative and inclusive approaches, and our facilities are unique in Scotland. In 2019, The Yard supported around 2,000 families through our varied programme of drop-in, respite and transition youth clubs, early years, specialist sessions with schools, family play sessions, and our inclusive play and disability training offer.

Since The Yard was established in 1986, our services have grown significantly, but we will always retain our holistic approach and ethos of a child-centred and child-led play service. Our flagship centre in Edinburgh was refurbished by BBC's DIY SOS The Big Build for Children in Need in 2012. The Yard Dundee opened in 2015, followed by The Yard Fife in 2016. After working with families in Scotland for the last 35 years, we know there is demand for services like ours across Scotland, which is why The Yard continues to grow. Our vision is one of safe and adventurous play opportunities for all disabled children and young people across Scotland.

The role of Communications Officer is new at The Yard, and will enable the successful candidate to gain experience across all areas of communications and aspects of the charity. This is an exciting time to join The Yard's development team, as we move towards becoming a national charity. You will work within a small team to achieve The Yard's charitable objectives by raising our profile and visibility, thus contributing towards increasing levels of membership, support and income. This is an ideal role for someone who has some previous experience in communications, marketing or media, and who would appreciate the opportunity to develop their skills and take on greater responsibility. We are looking for an enthusiastic team player with excellent attention to detail.

ORGANISATIONAL STRUCTURE

You will work within the development team at our Edinburgh office with some home working. The team is currently comprised Director of Development, Senior Fundraising Manager, Partnerships Manager, Special Projects Manager, Digital Services Manager, Policy and Grants Officer and Communications Manager. This newly created Communications Officer role will report directly to the Communications Manager, and create greater capacity within our communications function, which forms an integral part of our growth strategy. This role currently has no line reports.

KEY RESPONSIBILITIES

You will work as part of The Yard development team to support the implementation of an effective communications strategy that raises the charity's profile to increase reach, engagement and income.

- Working with external contractors, lead on production of marketing materials, and coordinate photography, print and distribution of publications ensuring collateral meets brand guidelines.
- Design simple publications, such as flyers and posters, using Adobe InDesign.
- Support the maintenance, development, and creation and updating of content for The Yard

Scotland Yard Adventure Centre (known as The Yard) is a registered Scottish Charity SC002538 and Private Limited Company registered in Scotland (SC101671) at 22 Eyre Place Lane, Edinburgh EH3 5EH.

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website and social media channels, including copywriting, photography and video.

- Analyse PR and Marketing Communications, reporting on outcomes against targets set, including reporting on website and social media analytics, and make recommendations for development.
- Support the Communications Manager to provide internal training and guidance on brand and communications issues for staff and volunteers.
- Support delivery of key internal communications plans to staff and volunteers.
- Act as an internal brand ambassador for The Yard, empowering our team to ensure our brand principles are upheld.
- Support marketing of the full range of The Yard's services, membership and training offers.
- Manage media and social media monitoring to help effectively respond to relevant issues, identify potential new opportunities and risks, and agree action required to minimise impact.
- Source, collate and create content for internal and external e-newsletters.
- Work with The Yard wider team to develop case studies and stories for our blog, social media, PR and external stakeholders, as required.
- Build and maintain positive relationships with key internal and external contacts, including those within the media, using a CRM database (eTapestry).
- Provide creative, copywriting and operational support for key campaigns and projects.
- Develop and manage The Yard photo library using a Digital Asset Management System.
- Work alongside Development Assistant and Policy and Grants Officer to support written trust funding applications, monitor Parliamentary information and deliver our public affairs strategy
- Attend training to increase professional knowledge and skills necessary for the effective performance of this role.
- Undertake all other reasonable duties commensurate with this level of responsibility, as directed by the Communications Manager, to meet the needs of the organisation.

AUTHORITIES AND LIMITATIONS

- There are no financial authorities for this role but you will monitor spend against targets whilst minimising risk, and support the Communications Manager to allocate appropriate expenditure to meet objectives.
- You will manage day-to-day procurement of goods and services, including selecting appropriate suppliers and contractors in agreement with the Communications Manager.
- The Communications Manager will be responsible for setting and reviewing your work.
- You will have regular support and supervision meetings and will receive quarterly reviews and an annual appraisal.
- You will be appointed for an initial six-month probationary period.

KNOWLEDGE, SKILLS, QUALIFICATIONS, COMPETENCIES

Desirable qualities and experience:

- Qualified to degree level in a relevant discipline, eg media, marketing or communications
- Experience working in a communications or marketing role
- Experience in delivering effective marketing communications across traditional and new media, including experience of producing content for print and online channels

- Evidence of a high level of literacy with excellent verbal and written communication skills
- Proficient in use of digital and social media including social media management, and in use of Microsoft Office, Adobe Creative Suite and Google Analytics
- Excellent interpersonal skills, positive attitude and approachable manner
- Proven experience of establishing and maintaining positive relationships with internal and external stakeholders
- Excellent organisational skills, ability to prioritise tasks/projects, and manage your own time and workload effectively
- Ability to work effectively as part of a team and on your own initiative
- Excellent attention to detail and ability to fully complete tasks including proof reading
- Ability to work to tight deadlines in a fast-paced and dynamic environment
- Demonstrable experience of developing stories, blogs and messages from briefings or background information on a wide variety of topics
- Working in or with the media to sell and/or tell stories
- Using a CMS to manage and/or develop an organisation's website

This post is subject to a Basic Disclosure check through Disclosure Scotland. This role requires occasional weekend/evening work. Some stand-by/on-call work may be required. The role also requires occasional travel across Scotland.