**Job Description** & Background

|  |
| --- |
| **Job Role: Digital and Communications Officer** |
| **Purpose of Post**  To enhance Scottish CND’s capacity to campaign for nuclear disarmament and the impact and reach of its campaigning activities, through effective and engaging digital content, publications, and other communication. |
| **Role Description**  In liaison with the coordinator/manager, the Digital and Communications Officer is responsible for developing effective online and offline communications for Scottish CND, which raise the profile of the campaign; ensure a consistent, recognisable and engaging message; and reflect the overall campaign aims of the organisation. The Digital and Communications Officer will be responsible for maintaining a lively social media presence for Scottish CND; for keeping the website up-to-date; and for other key aspects of communication including a regular online newsletter and periodic print magazine, as well as working on a range of campaigning events, activities and communication tasks as required. The Digital and Communications Officer will explore and recommend opportunities to expand Scottish CND’s impact and reach, online and offline, through an ethical marketing approach.  Communications responsibilities are delegated from h the Coordinator/manager. The Digital and Communications Officer takes direction from the Coordinator/manager, and will also work closely with the Campaigns Worker.  **Line Management**  The person in post will be accountable to and line-managed by the Coordinator/manager who has overall responsibility. All staff are currently working from home and meetings are virtual, although some may take place in person in future.  **Relationships**  Aspects of the work require close liaison with the Coordinator/manager, the Campaign Worker, and the Administrator. The post-holder will also need to work closely with members of the Scottish CND Executive Committee, including those who have responsibility for press work or are public faces of the campaign and the treasurer concerning campaign budgeting and fundraising income targets. The role may also involve recruiting, encouraging and working with volunteers and sometimes reporting directly to the Executive. Flexibility is required under the guidance of the Coordinator/manager. |
| **Function and Tasks**  To assist with and take responsibility for some of the following:   * Maintaining a lively and engaging social media presence for Scottish CND across a range of platforms * Creating and maintaining a central stock of campaign images, graphics, videos, etc which can be used to produce regular social media content * Developing a ‘house style’ for Scottish CND graphics, pamphlets, posters and publications, and creating a stock of user-friendly templates * Support local groups with the development of campaign materials and other communications * Producing Scottish CND’s regular (approx. fortnightly) email newsletter and twice-yearly print magazine * Making recommendations to increase Scottish CND’s impact and reach, offline and online, through ethical approaches to marketing * Help with the delivery of Scottish CND’s membership/recruitment and fundraising objectives * Working with the Campaigns Worker, to design and produce an effective range of online and offline campaigning materials and resources, and to keep these updated from time to time * Keeping Scottish CND’s website and blog up to date and engaging, and liaising with the web designer and web oversight group as required * [Other tasks as directed by the Coordinator/manager] |
| **Qualifications and Experience**  **Essential Skills**   * Knowledge of and sympathy with aims of SCND * Good knowledge of social media and confident using a range of platforms in an engaging and professional way * Strong design skills; capable of independently creating a variety of engaging materials for online and offline use * Experience with Wordpress for website maintenance * Knowledge of good practice in terms of content creation, brand development, content management, and copyright * Good understanding of the principles of marketing and impact, online and offline, for non-profit organisations * Advanced communication skills including good data protection practice |
| **Desirable**   * Experience of online and offline campaigning * Experience of working for a charity or non-profit organisation * A positive and enthusiastic approach * Experience of working in a comparable office environment * Experience of working with volunteers in different environments * Experience of graphic design and desktop publishing * Experience of developing and marketing appropriate items for sale * High level of numeracy and experience of working with budgets & cash * Understanding of the Scottish political system |
| **Personal Attributes**  • Ability to work independently and as part of a team  • Ability to deal with challenging situations discreetly, calmly and effectively |

**Background Information about Scottish CND**

Website [www.banthebomb.org](http://www.banthebomb.org) The website is under reconstruction but the new site is not yet on display.

Facebook https://www.facebook.com/scottishcnd/

Twitter @ScottishCND During the Scottish election campaign we adopted the hashtag #NukesAreMyRedLine Other rouninely used hastags include #Scrap Trident #NuclearBan.

The Scottish Campaign for Nuclear Disarmament (SCND) is a membership-funded organisation, overseen by an executive committee elected annually at the AGM. In addition to individual members, there are a number of local CND groups who attract members who are encouraged to join SCND; some political parties and Trade Unions have CND groups affiliated to SCND.

The small staff team currently consists of a coordinator/manager, an administrator and a campaign worker. All are part-time, albeit the coordinator/manager is closest to full-time. All job descriptions are available on request. All are currently working from home although SCND will book meeting space as needed. SCND is an unusual working environment which may include working with executive officers and volunteers who have special interest in particular areas of work within the broad framework of SCND’s main goals.

Scottish CND’s employees are expected to have respect for members’ aspirations for the campaign. Our members are the campaign and provide resources for the work. As a campaigning organisation, the members’ expectations are that employees will share enthusiasm for global and national nuclear disarmament and pursue these in accordance with resolutions passed at the organisation’s annual general meeting

The officers are elected at the AGM to carry out the campaign on members’ behalf: currently a chair, two vice chairs, a secretary, assistant secretary and treasurer. Aspects of the post require liaison with officers often through the coordinator but also directly, particularly in the case of our assistant secretary who takes responsibility for press work.

SCND does not have formal study days or a training budget but will sympathetically consider how to meet any reasonable and affordable training needs. Some elements of the work may require research and time may sometimes need to be factored in for this. However, it is assumed that the postholder will have a genuine interest in the range of topics on which SCND campaigns and will routinely maintain their own relevant independent reading and self-education. Formal or informal training opportunities may be requested through an approach to the line manager and/or through any arrangement made for appraisal. We are currently reviewing our HR arrangements and policies. SCND may allow staff to utilise a “buddy system” at the discretion of the manager if a member of staff requests it.

Scottish CND is an independent part of a wider international peace movement as well as interconnected to that movement through UK CND and ICAN. International campaigning creates particularly rich opportunities for mutual learning from campaigners in other organisations. Many international actions and events are also educational. There are similarly learning opportunities in Scottish CND dense connections to the civil society of Scotland and our links to wider campaigns around issues of justice for all peoples and protection of the planet for all species. Note however that carbon intensive forms of international travel are a contentious issue independently of the new concerns created by covid-19.

Reasonable out-of-pocket expenses will be reimbursed if these are agreed in advance with the treasurer and line manager.

It is in the nature of our work and staffing structure that flexibility with working hours is required, involving some weekend and evening working and role sharing in certain areas of campaigning and administrative procedures. This is generally arranged under the guidance of the coordinator/manager. During intense periods of campaigning that arise during a national or international crisis, or (for example) a general election additional hours may be requested, but this would not be mandatory. These optional extra hours would be paid or possibly subject to time off in lieu arrangements.

Scottish CND is reviewing safeguarding and anti-discrimination policies and seeks to be a fair employer applying the principles of peace, justice, human rights and environmental responsibility to the way we work as well as to our aims and objects as a campaign.