



JOB DESCRIPTION – Communications Officer

1 JOB DETAILS

Job Title	Communications Officer
Hours	30 hours
GOR	Required to have a genuine and active Christian faith and commitment
Salary	Salary points 23 – 26: £23,183 to £26,441 (FTE)
Location	The post holder will be based at Street Connect’s office in the city centre of Glasgow but will be required to travel to various sites and may be required to work in other locations as required.

2 JOB PURPOSE

As part of our Fundraising and Marketing Team, the post holder will plan and deliver Communications to a wide range of stakeholders including key groups, such as supporters which includes: churches, community groups, corporate companies, volunteers, donors and staff. The post holder will write, edit, co-ordinate, design and publish content across various channels, including the website, social media, and printed materials. They will plan and implement communications and marketing campaigns to raise awareness of Street Connect and the issues we are tackling, while progressively improving organisational understanding of how to communicate with different audiences.

To work as part of the Street Connect team seeking to meet the practical, emotional and spiritual needs of individuals with complex needs, including addictions, through a range of interventions.

3 MAIN RESPONSIBILITIES

	Approx. % of time
<ul style="list-style-type: none"> Coordinate the development and implementation of Street Connect’s Communication Plan in liaison with Communication Team and Leadership Team 	15%
<ul style="list-style-type: none"> Plan/create and coordinate multi-media communications materials including printed materials, website content, social media accounts both in relation to Community Fundraising activities, campaigns, events and service delivery in line with Street Connect’s overall Communications Plan 	15%
<ul style="list-style-type: none"> Produce, edit and distribute updates and materials for external and internal audiences, dealing sensitively with those whose personal experiences might be featured 	15%
<ul style="list-style-type: none"> Provide communications and marketing support for campaigns, events and services 	15%

<ul style="list-style-type: none"> • Provide creative, editorial and operational support for communications projects and report on progress, reviewing communications material regularly, on the basis of feedback where possible 	10%
<ul style="list-style-type: none"> • Implement Brand Guidelines for Street Connect and ensure consistent branding and messaging is used throughout publicity and services 	10%
<ul style="list-style-type: none"> • Create press releases and statements as needed. Field inquiries from stakeholders including journalists, politicians, funders and service users. Maintain systems for monitoring and reporting on press coverage 	10%
<ul style="list-style-type: none"> • Support the overall work of the Fundraising and Marketing Team 	10%

4 PLANNING AND ORGANISING

- The post holder is required to work to a high level of detail and to agreed timescales.
- The post holder is required to plan effectively with the current Communications Officer to deliver high quality external communication from Street Connect.
- The post holder must be able to develop their own plans and be able to communicate these to stakeholders.
- The post holder must have a good understanding of project management, including management of social media.

5 PROBLEM SOLVING

- The post holder is required to manage their own workload and be proactive in seeking solutions to problems whilst managing conflicting priorities.
- The post holder needs to show capacity for innovative thought and action, involving interested parties and maintaining momentum in the course of each activity.

6 DECISION MAKING

- The post holder is to work with the current Communications Officer to implement the current communication strategy.
- The post holder must be able to make decisions on their own, while also being able to discern when to involve others in wider reaching decisions.
- Decision making must be sensitive to the support the Street Connect offer and the broad range of stakeholders, as well as responsive to emerging information.

7 KEY RELATIONSHIPS

- The post holder reports to the Fundraising and Marketing Manager as their line manager.
- The post holder will work closely with the current Communications Officer.
- The post holder will work closely with members of the Fundraising and Marketing Team.
- Externally the post holder relates to volunteers, supporters, church leaders and the general public and is responsible for upholding Street Connect's values in their day-to-day communication.
- Must be able to build rapport easily and possess excellent interpersonal skills.

8 KNOWLEDGE, SKILLS AND EXPERIENCE NEEDED FOR THE JOB

The essential qualifications and characteristics that will be required of the person undertaking the role are:

- Experience in communications strategy development and implementation is preferred.
- Strong organisational and administrative skills.
- Ability to inspire and develop potential and existing supporters and volunteers.
- An understanding of the motivations of donors, supporters and volunteers.
- Excellent interpersonal skills and experience of working in a close-knit team.
- Excellent written and verbal communication skills.
- Knowledge of digital marketing tactics.
- Excellent critical thinking skills and the ability to exercise good judgment and solve problems quickly and effectively.
- Ability to prioritise tasks and work under pressure.
- Ability to maintain clear and accurate records.
- Excellent knowledge of Microsoft Word, Excel, PowerPoint and Outlook.
- Proficiency in all aspects of social media.
- Required to have and be able to evidence a genuine Christian faith and commitment as a genuine occupational requirement.
- Ability to plan and envision campaigns, events and general communication from Street Connect.

9 DIMENSIONS

- Events are sometimes scheduled out of normal working hours therefore some flexibility is required.
- The post holder will take part in on-going training and personal development.
- The post holder will participate fully in supervision and appraisal procedures.
- The post holder must be willing to do any other reasonable work-related tasks as requested by the Management Team.

10 JOB CONTEXT AND ANY OTHER RELEVANT INFORMATION

- The post-holder is required to participate in and occasionally lead Christian reflection and prayer in a work setting. The post-holder may be required to respond to questions about the Christian faith from personal experience, in order to contextualise Street Connect's vision of releasing God-given potential in disadvantaged lives through the mobilised local church and our value of faith in the leading, provision and transformative power of Jesus Christ which underpins all our activities. An occupational requirement therefore exists for the post-holder to be a practicing Christian in accordance with the Equality Act 2021.

11 CREATION AND REVISION

Created	21/06/21
For Review	
Reviewed	