

STUC Campaigns & Communications Officer Job Description & Person Specification

GENERAL

Annual Salary	:	£33,078.51 - £35,148.85 - £36,302.96 (Pending on-going Job Evaluation)
Hours of Work	:	34-hour week
Terms & Conditions	:	As per contract of employment

JOB OVERVIEW

The Campaigns and Communications Officer will work as part of a team assisting in the organisation and promotion of key STUC campaigns and events, using media, website and social media platforms to promote the policies and campaigns of the STUC and its affiliates.

JOB DESCRIPTION

- Working as part of the STUC Campaigns and Communications Team to assist in the organisation and promotion of key STUC campaigns and events
- Monitoring the media and proactively disseminating information to relevant colleagues and STUC affiliates
- Identifying appropriate media and campaign opportunities to relevant colleagues and STUC affiliates
- Fielding media enquiries, drafting, issuing and sending out press releases and organising press conferences and media events
- Creating content for media, website and social media platforms to promote the policies and campaigns of the STUC and its affiliates
- Updating the STUC's websites
- Facilitating online STUC events using a range of platforms such as Zoom and MS Teams
- Plan and deliver campaign activities to support STUC campaigns and strategy
- Assisting in the preparation and delivery of an annual media and social media plan

- Providing media support for the Annual Congress and attending Congress as required
- Providing media and campaign support for STUC Equality Committees and Conferences and attending Committee meetings and Conferences as required
- Contributing to the STUC blog
- Supporting the work of the STUC Organising Group and contributing to the production and delivery of an annual STUC organising plan
- Providing support for the STUC's Union Modernisation Fund (UMF) including supporting the development of bids by unions and the preparation of information for the UMF Board
- Contributing to the development and promotion of STUC policy on employment protection issues

PERSON SPECIFICATION

The following criteria are essential:

- A good understanding of the Scottish and UK media and experience in writing and issuing press releases, media monitoring and dealing with media inquiries
- Experience of updating web content through content management systems
- The ability to develop and promote campaigns through a variety of activities including the advanced use of social media platforms (and running digital events).
- The ability to work with a range of organisations, including political representatives, to advance STUC policy and achieve campaigning goals
- An ability to manage and prioritise a complex workload effectively to tight deadlines
- The ability to work as part of a team
- A commitment to the values of the Trade Union Movement.

The following criteria are desirable:

- Experience in organising public facing campaigns and events
- A knowledge of the Scottish economy, employment matters and equalities issues
- A good understanding of decision-making processes at all levels of government and the economy

- Experience in preparing a range of written information including briefings and speeches
- Knowledge of trade union organising strategies
- Design skills and experience in using design packages