

*“Our task is not to put the greatness back into humanity
but to elicit it, for the greatness is there already.”*

John Buchan



Job Title	Communications Manager
Job Base	Work from home with occasional travel around Scotland
Reports to	Chief Executive Officer
Salary	£40,000 pro rata (3 days per week)
Type of Contract	Permanent/Part-Time – expected start date 1 st April 2022

Overview of Columba 1400

At Columba 1400 we help young people and the adults around them to be the change they want to see in the world. We want every young person to find the greatness that is inside them and since 2000 we've helped over 10,000 young people and adults transform their lives. We work shoulder-to-shoulder with young people and the adults around them helping them explore their core values and unlock their inner strength so they can make a difference to their community and transform their sense of identity, their confidence and their ambition. We do this through our Leadership Academies – transformational and inspirational experiences that unlock values, create the conditions for change and uncovers a strength that stands the test of time. With a deep understanding of their own core values, young people unlock an inner strength that can never be shut down – no matter what tough realities life throws at them.

Overall Purpose of Role

We want people to understand what we do and why we do it. We want young people and the adults around them to feel a warm welcome and a sense of a shared journey through all of our communication. This role will help connect our community, welcome people we have yet to meet and tell the great stories of young people and the adults around them who are leading change. We are looking for someone who lives and breathes their values and is highly experienced and skilled in communications, digital technology and media. You will be a team player, a connector, someone who can work with young people and adults to co-design content and tell stories of transformational change.

Responsibilities

- Leading, managing and developing a communications and digital media strategy
- Develop and produce high quality internal and external communications content, supporting marketing and income generation
- Lead on the implementation of Columba 1400's branding toolkit ensuring all communications are aligned to key messaging
- Support the leadership team to develop communications plans for all areas of delivery
- Inspire, support and train all members of the wider team to develop skills to support high quality communications content
- Identify and oversee opportunities to showcase and profile Columba 1400's innovative work
- Produce press releases and marketing materials for a wide spectrum of media including print-based, web-based and social media channels
- Co-designing communications and media content with young people, parent/carers and professionals to ensure that stakeholders' voices are powerfully reflected



- Supporting and designing digital tools including videos and other new media to support delivery and innovation
- Support and engage Columba 1400's Alumni community, helping to share knowledge, practice and values in action across the community
- Manage Columba 1400's database and ensure data is GDPR compliant whilst ensuring the best participant experience
- Adhere to all organisational policies and health and safety requirements
- Attend training and increase professional knowledge and skills necessary to the effective performance of the role

Person Specification

Awareness

- Significant experience and knowledge within Communications, Marketing and Digital Media, preferably with a Diploma level qualification or equivalent.
- Good understanding of external affairs and the issues affecting young people and professionals within the public sector

Focus

- Ability to manage projects, reaching diverse audiences via multiple channels
- Produce high quality content for all delivery areas
- Ability to work with young people and adults to co-produce content
- Ensure our approach, founding principle and values are evident in all our communications

Creativity

- Provide opportunities for young people and adults to share their voice and stories
- Connect with the Columba 1400 community and the communities we serve
- Ability to make decisions and problem solve
- Innovative in approaching different challenges

Integrity

- Ability to network and build relationships
- Committed to professional development
- Approachable – open minded and value diversity
- Outstanding levels of attention to detail ensuring highest levels of quality at all times

Perseverance

- Passionate – absolutely committed to connecting with young people and the key adults in their lives.
- Flexibility to work evenings/weekends as required to support social media activity
- Effort - Self-motivated to innovate and show initiative

Service

- Works well in a team and on own initiative
- Excellent communication skills, in particular with young people and the key adults in their lives.

The organisation reserves the right to vary duties and responsibilities at any time and from time to time according to the needs of the organisation's business. January 2022

