

## Job Description & Person Specification

### Post: Communications Worker Salary Banding: Level 5

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Communications Worker is responsible for devising and managing communications activity related to the new Signature Project in Edinburgh, which aims to reach and engage men who are distressed and at risk of suicide and who have not accessed mental health services before.

This role promotes the priorities and 'tone' of the project and Support in Mind Scotland to reach further into our communities to challenge stigma, raise awareness, and offer support and signposting.

There are requirements to work autonomously and closely with project staff, along with the Communications team and the wider organisation to ensure external affairs consistency.

This position ensures that activity for the Signature Project remains up-to-date and adaptable to the fast-paced changes in the communications environment, as well as supporting fundraising with creative and engaging campaigns.

#### What I do and what I achieve

- I work closely with my line manager and project colleagues to achieve project and strategic outcomes
- I liaise with external stakeholders and partners to build engagement on the project
- I develop and deliver PR and marketing campaigns to raise awareness of the project
- I produce content for the Signature Project that fits within the Support in Mind Scotland brand guidelines
- I gather information about the needs of our service users and the project in order to develop coherent, consistent and persuasive messages
- I am responsible for building a bank of case studies in relation to the Signature Project while maintaining accurate and confidential records
- I manage social media activity in relation to the Signature Project
- I analyse insights and produce reports when needed, that will demonstrate the impact of the Signature Project
- I contribute to our work on quality improvement by ensuring that all of our platforms can generate accurate information and statistics.

#### Who I am

- I have a qualification or experience in communications, PR, journalism, marketing or the third sector
- I have knowledge of using social media platforms and management tools
- I have experience of using content management systems

- I possess good copywriting skills
- I am familiar with capturing and developing content
- I have knowledge and understanding of PTSD, mental health issues and policies
- I am an excellent communicator with good interpersonal skills
- I am creative and able to drive change
- I work well in a team setting but can also work autonomously
- My IT skills are of a high standard
- I am keen to develop my knowledge and skills and attend training as required, and recognise the importance of support and supervision
- My value base is consistent with the aims and objectives of Support in Mind Scotland.

### **General Duties**

- Act in accordance with Data Protection legislation. Ensure all records, personal, staff and client data are managed in line with Data Management and Information Governance policies
- Comply with legal and regulatory requirements such as provisions set out in the Health and Safety at Work Act 1974
- As with all employees, workers and volunteers; to encourage people to join Support in Mind Scotland as a member, donor or activist
- To act in accordance with the charity's Health & Safety and Safeguarding policies and to notify your line manager promptly if there are any concerns
- To participate in regular supervision and appraisal and undertake any relevant training as appropriate to the role
- To work in accordance with the charity's national policies and local operating procedures and those of external regulators or professional bodies.

This job profile and list of duties is not exhaustive and serves only to highlight the main requirements. The line manager may stipulate other reasonable requirements and projects commensurate with the general profile and grade of the post.