



**St John**  
Scotland

Saving lives together

## Role description

<b>Role title:</b>	Communications Manager
<b>Responsible to:</b>	Chief Executive Officer
<b>Status:</b>	Permanent
<b>Hours of work:</b>	37.5 hours per week with some evening and weekend work as required to meet the needs of the role
<b>Salary:</b>	£30,000
<b>Holiday entitlement:</b>	30 days including public holidays
<b>Place of work:</b>	The role is currently office-based (Edinburgh city centre) four days out of five, one day from home. Working practices are being reviewed with the potential to move to a hybrid model at the end of the year.

## About St John Scotland

St John Scotland is the charity working to create a caring Scotland where more of us will survive a health crisis to live longer, and better.

Our services are delivered by dedicated teams of volunteers, working in the heart of communities across the country.

We provide free CPR training and support communities to install Public Access Defibrillators to help save lives from cardiac arrest, while in Angus our Community First Responder volunteers respond to life-threatening emergencies in the local area.

We support hundreds of patients every year who are undergoing treatment for cancer, or dialysis, to get to hospital for treatment with our Patient Transport services.

We believe when we work together, we can save lives.

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## **About the role**

The Communications Manager will play a key role in the delivery of our strategy 2021-2025 and our ambition to become a well known Scottish charity, delivering effective services that make a difference in communities across the country.

We have recently developed a refreshed brand identity to enable us to improve our profile, recruit volunteers and grow our services. The role of the Communications Manager will be to build on this work and further develop our internal communications and external profile.

As part of a small national staff team, the Communications Manager leads on all communications and marketing activity, working at a strategic level but also managing the day to day communications requirements of the organisation.

As well as leading communications relating to St John Scotland's charitable services, the Communications Manager will also oversee communications for members of the Order of St John, including newsletters, an annual publication and event support around the annual Festival.

## **Main duties and responsibilities**

- Lead on the implementation of a communications strategy in line with our overall strategic aims
- Support the implementation of the recently developed St John Scotland brand, ensuring all materials are consistent with the visual and verbal brand identity
- Manage all press and media activity, including working proactively with volunteers to maximise the value of local press opportunities
- Manage risk in relation to the organisation's public profile and develop a crisis communications process to respond to any issues which may compromise this
- Manage and develop St John Scotland's social media channels, creating engaging content and tracking performance to maximise effectiveness of campaigns
- Manage and develop St John Scotland's digital communications, including email newsletters for a range of audiences and the St John Scotland website
- Manage internal communications with 14 volunteer teams across Scotland, and our wider network of c. 1200 volunteers and members, working with colleagues to streamline communications processes



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- Lead on the production of St John Scotland's publications, including Annual Reviews, newsletters, and materials for our services and volunteers. Experience in the use of InDesign will be advantageous.
- Lead on the production of supporting materials eg. posters and leaflets, with the ability to use pre-existing design templates and to develop new documents from scratch in line with St John Scotland brand guidelines
- Support the development of St John Scotland's core services (CPR training, Public Access Defibrillators, Patient Transport, Community First Responders) by providing communications, media and marketing guidance and support
- Support the development of our volunteering strategy by contributing to volunteer recruitment and engagement, and seeking opportunities to celebrate and promote the work of our volunteers
- Develop engaging content across all communications channels for a range of audiences, including video materials
- Oversee the production of marketing materials, ensuring volunteer teams have effective material to promote St John Scotland and our services on the ground
- Manage the procurement and stock control of promotional materials and volunteer uniforms
- Plan, agree and manage an annual budget for communications and marketing activities
- Lead on communications for the Order of St John in Scotland, including producing an annual publication, managing communications for Order members, and event support around the annual Festival
- Work with St John Scotland's partner organisations including NHS teams, Scottish Ambulance Service, Save a Life for Scotland, Scottish Mountain Rescue and Mountaineering Scotland to develop opportunities to promote our partnership working and raise our profile.



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## Person specification

<b>Experience, knowledge and skills</b>	
Experience developing and implementing a communications strategy	Essential
Outstanding communication skills with a wide range of people including volunteers, beneficiaries, members of the public, Board members and partners, including verbal and written communication	Essential
Experience working with volunteers and an understanding of their motivations and capacity	Essential
Track record of achieving effective press and media coverage	Essential
Experience of producing high quality printed publications	Essential
Experience of planning and creating engaging and effective digital campaigns	Essential
Experience working collaboratively with a range of people across different projects, including colleagues, trustees, volunteers, suppliers and partners	Essential
Excellent IT skills with the knowledge and confidence to use Office, Drupal, Mailchimp, Canva, Jotform, and equivalents	Essential
Experience of obtaining competitive quotes from suppliers for a range of materials and keeping accurate financial records	Essential
Experience working in an organisation with a wide services portfolio and disparate audiences	Desirable
Experience working in a national organisation with local delivery	Desirable
Experience using InDesign to create a range of material from posters to publications	Desirable
Experience of creating video content including storyboarding, filming, and editing	Desirable



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Knowledge of the health landscape in Scotland including government policy and the role of communities and voluntary organisations in improving health	Desirable
Driving licence and access to own car to enable engagement with our volunteer teams across Scotland	Desirable
<b>Personal qualities</b>	
Ability to work autonomously, manage own workload and multiple projects	Essential
Sound judgement with the confidence to make decisions	Essential
Flexibility, adaptability and resilience	Essential
A desire for continuous improvement and the ability and motivation to follow through on opportunities for development	Essential