

SAMH Role Profile

Job Title: Communications Assistant
Job Family: Communications
Department: Influencing & Change
Reports to: Senior Communications Officer
Direct Reports: None

Role Summary

As part of the Communications team, support the Senior Communications Officer, Senior Campaigns Officer, and Head of Communications and Public Affairs to drive forward SAMH's agenda and vision. You'll do this by creating compelling social content and web copy, engaging internal communications and marketing materials, and supporting the team to work with the media.

Essential Duties and Responsibilities

1. Producing clear and accessible copy for both internal and external use, including the website, staff newsletters and press releases
2. Create engaging social media content across all our channels, monitoring comments and responding as necessary..Contribute to the development of our social media strategy and keep our content calendar up to date.
3. Facilitate the creation of marketing materials by co-ordinating between internal teams and our external designers
4. Support the generation of positive media coverage for the organisation's activities and act as the first point of contact for all reactive media enquiries.
5. Use our systems to generate reports showing the reach and impact of our work.
6. Generate creative ideas for photo-calls, campaign ideas, events and any other communications activities.
7. Assist in ensuring SAMH publications are consistent, in line with brand guidelines and produced on time.
8. Help to ensure SAMH's communications reflect the voices and experiences of people with mental health problems.
9. Ensure own personal and professional development in line with objectives and key results areas of job description.
10. Ensure that all activity enshrines the organisational values and reflect the principles of participation, recovery, equality and human rights.

11. Manage the Communications inbox, responding as appropriate and flagging emails with colleagues as necessary.
12. Participate in the wider work of the team, including representing SAMH externally, organising events and supporting the work of colleagues where necessary.
13. Use the SAMH database to record and analyse external contacts.
14. Assist in identifying key people, organisations and channels with whom SAMH needs to build relationships.
15. Undertake any other duties as required.

Key Working Relationships & Contacts

The Communications Assistant will be an ambassador for SAMH, often being the first point of contact between us and journalists, as well as key stakeholders across the sector.

Productive internal relationships are required for this role, in particular with service teams, fundraising colleagues and the policy and campaigns team.

Working Environment/ Special Circumstances

The post will be based in Glasgow and/or Edinburgh

This post will require the ability and willingness to travel across Scotland, and may occasionally require overnight stays away from home.

Experience & Qualifications

Experience

- Experience as a journalist or in a communications-focused role (Desirable).
- Experience creating compelling and engaging social content (Desirable)
- Experience of adopting different writing styles for multiple audiences (Desirable)
- Experience liaising with the media, organising photo-calls and launches. (Desirable)
- Experience in basic design (eg. using Canva, Adobe), filming and editing videos and using web backend systems (Desirable)
- Experience of working with Mailchimp (Desirable)
- Experience in working across sectors (Desirable).
- Experience in working within a fast-paced environment (Desirable).

Qualifications

- SAMH values and recognises relevant specialist skills & experience gained outside of education to be just as valuable as a degree. In this post, we're looking for someone with relevant experience in the sector, or a qualification in communications or other related discipline (essential)

Knowledge & Skills

Functional/Work-based Skills

- Excellent written English (Essential)
- Strong interpersonal skills.(Essential)
- The ability to manage multiple projects, organise information and meet tight deadlines.(Essential)
- Proficient in the use of IT and Microsoft packages.(Essential)
- Knowledge of utilising social media platforms such as Twitter, Facebook and LinkedIn.(Essential)

Core Competencies and Commitment

At SAMH, our values underpin everything we do. We believe that everyone has the right to be treated with dignity, respect and equality. We believe that everyone is entitled to hope and choice and to achieve personal fulfilment.

These are the competencies that SAMH looks for and expects from staff who support the people who use SAMH social care services. These competencies enable SAMH to deliver its core purpose of mental health and wellbeing for all.

Employees are required to read and understand the role profile for their position and are required to comply with SAMH's policies, all laws, rules, regulations and standards of conduct relating to their position and report any suspected violations of conduct to my line manager. All employees should adhere to the SAMH values in all interactions with service users, customers and colleagues.

Core Competencies, Behaviour and Skills

Recovery Focussed

Empathise, inspire and motivate others.

Deliver person centred and recovery focussed support to enable individuals to achieve positive outcomes.

Communication

Communicate effectively and professionally and contribute to the accurate recording and monitoring of all case and incident recording systems. This includes communications by email, by phone/text and other on-line methods.

Build and develop positive relationships with those who use our services.

Engage with a range of people from a wide variety of backgrounds

Deliver a high standard/quality of work

Maintain the highest personal and professional standards. Work professionally and collaboratively with internal and external colleagues, those who use our services and members of the public and to meet the requirements of funders and regulators.

Undertake personal responsibility for conduct and work ethic in line with SAMH Code of Conduct, the SSSC Codes of Practice and other relevant professional standards.

Critical Reflection and Learning

Ability to reflect on own practice and learn from own experiences and those of others.

Develop skills and knowledge of theory and practice and understand where role fits within SAMH and externally.

Supportive of Equality and Diversity

Challenge inequality and stigma; recognise and respond to the barriers individuals and groups face within society.

Treat all people within SAMH (both staff and service users) fairly and with respect regardless of their age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and/or sexual orientation.

Commitment to Health, Safety and Well-being

Understand, encourage and carry out the principles of integrated safety management; comply with SAMH Health and Safety Policy and Procedure; complete all required H & S training; take personal responsibility for safety.

Participation

Ensure the people who use our services have the opportunity to get involved in their support, their service, their community or in SAMH as an organisation.

Team Working

Ability to work as part of a team.

Service User Engagement

Develop, maintain and demonstrate a wide range of interpersonal skills when working with the people we support, including: open-minded, respectful, active listening, empathetic, promote independence, maintenance of confidentiality, honest, honourable in agreements and practices, appropriate body language, solution focussed, supportive and approachable, non-judgemental, pro-active, patience and resilience, professional approach