

**Senior Communication Officer Job Description**

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| **Job Title** | Senior Communication Officer |
| **Reports To** | Communications Manager |
| **Location** | Your role is office-based for contractual purposes; however this can be delivered flexibly with remote/ home working in place for all staff. The role will involve travel to attend team meetings and occasional events. |
| **Contracted hours** | 35 hours per week however we are open to discuss a range of flexible working options. |
| **Salary and benefits** | £30,000 pa  9.25% employer pension contribution (salary sacrifice scheme available).  Full private medical insurance with option to include family members.  4 x salary Death in Service cover.  29 days annual leave plus 8 days public holiday.  We offer a positive and supportive work environment alongside regular training and development opportunities.  We have an active wellbeing programme lead by the staff team as well as a calendar of social events and team building days.  For Inspiring Scotland, flexible working is the norm, and is more than just working from home. As an award-winning family friendly and flexible employer, we aim to promote a good work home life balance for all employees.  We are happy to consider a range of flexible working including part-time hours, compressed hours, job sharing, and flexible start and finish times. |
| **How to apply** | Apply by completing an application form and sending it to: [recruitment@inspiringscotland.org.uk](mailto:recruitment@inspiringscotland.org.uk).  Deadline for applications is **12pm (noon) Monday 19th September.**  Interviews will be held ideally **22nd/ 23rd /27th September** ideally in person at Inspiring Scotland’s Edinburgh Offices. We encourage applicants from across Scotland and virtual interviews can be accommodated.  If you need any support to apply or would like the application form in a different format, please get in touch. For more information or an informal chat please contact [Eilidh@inspiringscotland.org.uk](mailto:Eilidh@inspiringscotland.org.uk) |

**Role Summary**

We are looking for an experienced communication professional to join Inspiring Scotland’s small, but effective, and ambitious communication team.

Inspiring Scotland is active across a wide range of social issues and as Senior Communications Officer you will have the opportunity to engage with, and support colleagues right across the Inspiring Scotland team.

Alongside the Communications Manager and Communications Officer, you will plan and deliver a broad range of activity to engage and influence a range of stakeholders including: Scottish Charities, The Scottish Government, Trusts and Foundations, and private individuals. As a team we use our collective experience and creativity to position and promote the work of Inspiring Scotland.

The communications team current manages several online platforms including <https://charityhealthcheck.org.uk/> [www.intandem.scot](http://www.intandem.scot). The Senior Communications Officer will lead on developing the organisation’s digital activity, including the development of a new Inspiring Scotland website in 2023.

We are looking for someone who is excited to be part of a vibrant and effective charity which offers a culture of teamwork and flexibility. Strong interpersonal skills are essential as the role will involve engaging with people at all levels.

**Key Responsibilities**

1. Work with the Communications Manager and Communications Officer to plan, develop and deliver a programme of engaging content aligned with Inspiring Scotland’s strategic aims.
2. Actively engage with colleagues across the organisation, providing advice, developing content and supporting campaign planning to engage and influence a range of stakeholders.
3. Lead on the development of Inspiring Scotland’s digital platforms, including developing a new Inspiring Scotland website.
4. Produce, curate and edit creative content (newsletter, case studies, reports, press releases) tailored for different audiences.
5. Provide communication support for funding opportunities, producing application materials and promoting the funding through press and digital channels.
6. Be brand aware and support the management and development of Inspiring Scotland’s brand to ensure all communications content is reflective of mission, vision and values.
7. Support networking events, occasionally representing the organisation.
8. Work collaboratively to embed systems and workflows, for example photography and case study library in line with GDPR guidelines.
9. Proactively seek opportunities to promote Inspiring Scotland.

**Person Specification**

The knowledge, skills and experience needed for the role are:

* Team player who can also work independently.
* Solution-focused and ability to problem solve.
* Strong communication skills verbal and written.
* Strong editorial skills and attention to detail.
* Interest in new and emerging communication platforms and digital trends.
* Strong interpersonal skills and ability to develop credibility and collaborative relationships with a range of people.
* Excellent time management with the ability to meet tight deadlines, manage multiple projects and work at pace.
* Interest in the social areas that Inspiring Scotland works to address.

**Experience / Essential**

* Experience planning and delivering communications campaigns to reach target audiences.
* Experience developing strategic communications plans and implementing communication activity effectively.
* Experience of creating and editing impactful and engaging content relevant for target audiences (copy, video, images, infographic and social content).
* Experience of managing multiple projects.
* Experience using website content management (Wordpress) and digital marketing (MailChimp).
* Experience of multimedia and design production (Adobe Creative Suite, Canva,etc).
* Experience of managing & evaluating social media to engage different audiences.
* Experience of developing content for PR purposes.
* Comfortable managing external suppliers, such as graphic designers, photographers, and website agencies.
* Highly proficient using Microsoft Office applications, especially Word, PowerPoint and Teams.
* Demonstrable experience of engaging and working with colleagues from different teams.
* A commitment to Inspiring Scotland’s mission, vision and values.

**Desirable**

* Experience or knowledge of social issues including how poverty and disadvantage can impact on people’s lives.
* Experience of working with the media.
* Experience of risk and crisis communications.
* Understanding of accessible communication principles.
* Experience producing digital content, including video
* Experience of brand development.
* Experience in monitoring and evaluation of analytics.
* Experience with internal communications.
* SEO and Google analytics.

**About Inspiring Scotland**

Inspiring Scotland is a registered Scottish charity with a mission is to inspire people, communities, organisations and government to work together to drive social change and transform lives. Our vision is that every person in Scotland can enjoy a happy, healthy life free from poverty or disadvantage.

We do this by raising funding from private individuals, trusts and foundations, Scottish Government and local authorities and investing in social funds addressing our strategic themes. These include improving the life chances for children and young people and supporting people who face barriers to inclusion because of discrimination and disadvantage to live flourishing lives.

Our aim is to amplify and strengthen the impact of organisations across civic society by helping them build their strength, resilience and reach. We believe in:

* providing long -term funding
* building organisations’ capabilities through the skilled input of our staff and specialist volunteer network
* understanding and scaling impact through rigorous evaluation and organisational development
* developing and supporting voluntary sector leaders
* using skilled input from local communities and Scotland’s business sectors
* acting as a catalyst for action and change with partners and contributors across all sectors

We currently support over 430 charities across 17 social-impact funds. In 2021/22 we will manage over £50m of investment in charities and not-for-profit organisations. We have 60 full and part-time employees.