

JOB DESCRIPTION	
Job Title:	Communications Assistant
Base:	Shared Care Scotland offices – Dunfermline, hybrid working policy applies
Responsible to:	Head of Policy and Communications

JOB PURPOSE
<p>The overall purpose of the Communications Assistant is to support the efficient and effective provision of communications at Shared Care Scotland, helping to achieve the organisation’s mission - <i>“to improve the quality, choice and availability of short breaks throughout Scotland for all carers and cared-for people.”</i> and enhance our reputation as the leading expert on short breaks in Scotland.</p> <p>Through our various activities, including our communications, we aim to achieve the following outcomes:</p> <p><i>For unpaid carers and those they help care for:</i></p> <ul style="list-style-type: none"> • have a greater understanding of their rights to be supported through short breaks • have a greater understanding of what short breaks options are available to them • are able to confidently make informed choices about their short breaks • are able to influence and shape the development of short breaks local and nationally <p><i>For policy makers and commissioners:</i></p> <ul style="list-style-type: none"> • have improved access to the current best evidence on ‘what works’ • are aware of short breaks options in their area including the impact of Short Breaks Fund-funded and Respite provision • policy and provision is co-produced and better informed by experience of carers and cared-for people <p><i>For short break providers:</i></p> <ul style="list-style-type: none"> • are better able to offer people greater choice and flexibility of provision • are more confident in their sustainability and resilience in the face of changing expectations and models of funding • have greater opportunities to share learning

KEY RESULT AREAS

The postholder is responsible for supporting the planning and development of communications, monitoring and evaluating communications activity, and creating and delivering communications content across the work of the organisation to both internal and external audiences.

KEY TASKS AND RESPONSIBILITIES

The key responsibilities of the Communications Assistant are:

Communications

Planning & development

- To contribute to the development of communications plans for core SCS work and other workstreams.
- To work with the Head of Policy and Communications to enhance our understanding of SCS stakeholders and their needs so that communications can be informed by insight.
- To maintain and update the communications forward planner for SCS including seeking input from other workstreams.
- To work with the Head of Policy and Communications to develop an editorial plan for the digital newsletter including planned features, regular articles plus content from other sources.
- To work with the Head of Policy and Communications to implement the communications strategy including information campaigns, opportunities for collaboration etc.

Monitoring & evaluation

- To work with the Head of Policy and Communications to develop a baseline stakeholder engagement survey and evaluate the returns.
- To collate monthly evaluation reports on communications activity.
- To undertake campaign specific evaluation to assess impact of communications activity.

Content

- To develop and post content for social media on a regular basis – Twitter, Facebook and Instagram.
- To develop a suite of regular content for social on key subject areas such as information services, research reports, etc.
- To work with the Head of Policy and Communications to identify opportunities to increase reach and impact on social posts.
- To compile the monthly digital newsletter.
- To support the work of the Head of Policy and Communications on the SCS website: reviewing, editing and developing content as appropriate.
- To work with the Head of Policy and Communications to develop the news/parliamentary briefing service and target audiences.
- To work on the development of case studies to demonstrate the impact of our work across the different workstreams including Short Breaks Fund and Respite.

Contacts development

- Using the communications strategy and stakeholder analysis as a starting point, develop and maintain contacts for communications in partner organisations including opportunities for sharing SCS work e.g. through blogs.
- Support Head of Policy and Communications in the development and updating of key contacts across the Scottish media.

Brand development

- Work with Head of Policy and Communications in championing a strong brand for Shared Care Scotland including brand guidelines, tone of voice and key messages.
- Work with the Head of Policy and Communications to build brand awareness of Shared Care Scotland through input across communications platforms and tools.

Other tasks

- Proofreading/review of documents as required.

The Communications Assistant is expected to:

- Maintain an up-to-date knowledge and understanding of any developments relevant to the effective delivery of Shared Care Scotland's services.
- Contribute to the ongoing development of Shared Care Scotland.
- At all times act as an ambassador for Shared Care Scotland and its services.

This job description is indicative of the nature and level of responsibilities associated with this job. It is not exhaustive, and the job holder may be required to undertake other duties and responsibilities commensurate with the grade.

ESSENTIAL ATTRIBUTES & SKILLS	ESSENTIAL	
Proven experience of working in a communications environment	<input checked="" type="checkbox"/>	
Experience of delivering and evaluating communications plans.	<input checked="" type="checkbox"/>	
Ability to take complex information and adapt it for a wide range of audiences	<input checked="" type="checkbox"/>	
Excellent copywriting skills for a variety of channels and audiences with high standards of accuracy and attention to detail	<input checked="" type="checkbox"/>	
Experience of creating communications content from concept to completion including on digital channels	<input checked="" type="checkbox"/>	
Attention to detail with excellent organisational skills	<input checked="" type="checkbox"/>	

Ability to use own initiative, prioritise and organise own workload, and manage conflicting priorities while meeting deadlines	<input checked="" type="checkbox"/>	
A positive outlook, strong work ethic and aptitude for problem solving	<input checked="" type="checkbox"/>	
Ability to develop productive, professional working relationships with internal colleagues, stakeholders and suppliers.	<input checked="" type="checkbox"/>	
Ability to work collaboratively as part of a broader team, recognising the importance of integrated communications.	<input checked="" type="checkbox"/>	
Ability to work under pressure, to tight deadlines, and to prioritise workload.	<input checked="" type="checkbox"/>	
Good working knowledge of Microsoft Office packages and willingness to learn new applications as required	<input checked="" type="checkbox"/>	
Commitment to, and passion for, the purpose, aims and values of Shared Care Scotland	<input checked="" type="checkbox"/>	
Flexibility in working hours when necessary	<input checked="" type="checkbox"/>	
Good personal presentation and verbal communication skills.	<input checked="" type="checkbox"/>	
Attention to detail with excellent organisational skills.	<input checked="" type="checkbox"/>	

DESIRABLE ATTRIBUTES AND SKILLS		DESIRABLE
Experience of using content management systems such as SharePoint, Umbraco and/or Wordpress		<input checked="" type="checkbox"/>
Experience of using social media tools such as Hootsuite and Canva to develop content		<input checked="" type="checkbox"/>
Experience of evaluation tools such as Analytics		<input checked="" type="checkbox"/>
Interest in and understanding of issues related to unpaid caring, living with a disability or long-term health condition		<input checked="" type="checkbox"/>

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