

ENGENDER

Communications and Engagement Manager

Job Description

Salary: £33,527.28

Pension: 8% employer contribution

Hours: 35 hours / week*

*Engender is intending to trial a 4-day working week. During the trial working hours will likely be reduced with no impact on salary. The outcome of the trial will determine whether Engender adopts this approach longer term.

Leave entitlement: 38 days (including public holidays)

Location: 10 Old Tolbooth Wynd, Edinburgh, EH8 8EQ. The post holder will be required to be in Edinburgh regularly. However, office, home-based or hybrid working is available outside these times.

Responsible to: The Executive Director

Purpose:

In this role you will be responsible for ensuring Engender's work is effectively communicated in innovative and accessible ways to our key audiences – diverse communities of women, women's and equalities organisations, the media, government and wider civil society.

You will work to actively engage our key audiences, particularly diverse groups of women, in Engender's work to advance intersectional gender equality, women's rights and feminist policy making.

The role involves managing our communications team and working closely with policy and development colleagues to amplify critical issues in Scotland.

Main duties

Strategic Communications

- Developing and delivering our communications strategy
- Formulating innovative ways to reach and engage key audiences
- Collaborating with the wider Engender team
- Contributing to Engender's overall strategic direction and external engagement with policy makers and other audiences
- Engaging with feminist discourse in Scotland and internationally



Branding

- Overseeing and ensuring consistency in organisational branding
- Commissioning and working with external designers

Co-ordination of external communications

- Identifying proactive media and press opportunities
- Leading on reactive communications, including any crisis comms work
- Overseeing digital engagement, including social media campaigns
- Directing content creation including commissioning of blogs, video, podcasts and other outputs
- Coordinating production of publications, including reports and other policy materials, and merchandise.
- Managing website development and maintenance

Developing and facilitating external engagement

- Designing a programme of participatory events, conferences and trainings, and Engender's Annual General Meeting
- Developing approaches to engage, increase and diversify Engender's membership
- Co-ordinating Engender's membership systems
- Representing Engender at stakeholder events and other engagement opportunities.

Specific duties

- Line management of Comms team members
- Managing the communications and engagement budget
- Extending and maintaining effective communications between Engender and other women's and equalities organisations, through interaction, shared campaigns and social media
- Thinking and working intersectionally: ensuring that the impact that intersecting systems of inequality have on the lived experiences of women in Scotland and on gender inequality are understood, and reflected in Engender's comms work
- Working collaboratively with colleagues to maximise the quality and impact of our work and enrich our organisational culture
- Participating in organisational planning and strategy development

Person specification

Essential:

- Excellent written communication skills and experience of producing content for a variety of audiences
- Commitment to accessibility in communications and engagement
- Experience of managing digital communications, including websites and social media, and how to utilise their potential
- Understanding how to engage and work with the press
- Ability to communicate and network effectively with a range of organisations
- Organised, able to prioritise and work flexibly and collaboratively as part of a team.
- Experience in small scale events management and competence in facilitation
- A strong commitment to equality and human rights
- Understanding of the political landscape and policy environment in Scotland

Desirable:

- Understanding of the policy environment in Scotland as it relates to gender equality and women's rights
- Publishing experience including copy editing and proofreading
- Experience of using canva and other design software
- Experience of developing participatory activities and approaches. (For example: Open Space, discussion events, surveys, workshops, or other engagement exercises.)
- Experience of building relationships with key media partners
- Crisis communications skills

The job description and person specification is subject to regular review.

Equalities statement

Engender exists to promote women's equality in Scotland and to challenge the structural discrimination that persists in our society and communities. To do this effectively, it is crucial that our team understands and reflects a diversity of perspectives. We therefore want to encourage and support applications from people from a range of backgrounds, including those that may be under-represented in the NGO Sector in Scotland, including but not limited to, people from minority ethnic communities, people with disabilities, LGBT communities and people who have experienced economic deprivation.

To ensure that our staff thrive and succeed at Engender, we are continuously working to create a workplace that is inclusive, accessible, flexible and fair, and where differences in background, culture, identity and lived experience are valued and respected.