

JOB DESCRIPTION



Job Title:	Communications Officer	Location:	Edinburgh
Department:	Development		
Reports to:	Head of Development		
<p>Organisation Overview</p> <p>Upward Mobility is a registered Scottish charity working in Edinburgh and Lothian region providing innovative, educational workshops and personalised support for people with learning and other complex disabilities.</p> <p>Our goal is to promote the self-confidence and social welfare of our students through assistance to engage with meaningful and progressive educational activities, aiding their development of practical, social and life skills and their ability and confidence to participate more fully in society.</p>			
JOB PURPOSE:	<p>To have a key role to play in planning and delivering communications to key groups, such as supporters, volunteers, families and staff.</p> <p>The post holder will write, edit, co-ordinate and publish content across various channels, including the website, social media, and print and online marketing materials. They will also plan and implement communications and creative marketing campaigns to raise awareness, while progressively improving organisational understanding of what works for different audiences.</p>		
KEY RESPONSIBILITIES:	<p>Initial:</p> <ul style="list-style-type: none"> • Liaise with Head of Development and Senior Management Team to deliver over-arching communication strategy for the charity • Develop a robust understanding of existing (and potential) key audiences and create a communication framework that ensures the right message is delivered by the most appropriate channel (eg, web, social media, face-to-face, printed communications, press, newsletter, internal comms, advertising, etc • Develop and refine separate plans for each audience and channel <p>Ongoing:</p> <ul style="list-style-type: none"> • Create and deliver all written communications – and support senior staff on presentations, interviews, etc • Manage and expand social media presence, sourcing and sharing newsworthy information from across the charity • Under the guidance of Head of Development take responsibility 		

	<p>for the development and management of the website and blog, including generating content, making improvements to functionality, maximising its potential and monitoring its performance</p> <ul style="list-style-type: none"> • Maintain relationships with target media representatives - write releases, articles and statements, and respond to requests from the press • Enhance communications with colleagues and develop an understanding of the charity's work and needs of its users • Produce clear, accurate and engaging copy for a range of communications materials, including press releases, newsletters, brochures and website content. • Work with a variety of internal and external stakeholders to produce and promote case studies, blogs and other promotional content • Support the planning and running of in-person and virtual events • Act as a 'brand guardian', ensuring consistency across all internal and external communications • Identify issues that could potentially damage the organisation's reputation and recommend actions to mitigate this risk • Keep up to date on best practice within the charity sector generally and particularly changes to communications innovation, legislation and codes of practice • Analyse the effectiveness of all ongoing communications, and report regularly • In consultation with the Head of Development and senior management team prepare and monitor annual communications budget • Act as an ambassador for Upmo as well as being an effective networker • Work closely with the Funding and Grant Support Officer
<p>GENERAL RESPONSIBILITIES:</p>	<ul style="list-style-type: none"> • Provide support and guidance as and when required • Identify personal training & development needs • Set appropriate objectives & review personal performance • Communicate regularly and effectively with team members and the wider UpMo team • Contribute to a clear focus on driving improvements in quality, impact and performance • Be an Ambassador for UpMo
<p>EXPERIENCE:</p>	<p>Relevant experience stretching at least 2 years in Marketing & Communications, preferably gained in the charity sector. Experience of drafting news releases and liaising with media to secure coverage as well as devising communications plans on modest budgets. An understanding of the needs of adults with learning difficulties would be advantageous.</p> <p>A belief in inclusion, fairness and equality evidenced through work practice or personal experience. A desire to ensure people are at the</p>

	heart of decision making and an ability to balance this with the needs of UpMo. Commitment to the principles and practices of continuous improvement.
SKILLS:	<p>Excellent written and verbal communication skills as well as organisational skills. A thorough understanding of the visual and verbal components of brand identity with proficiency in using social media marketing & communications across key platforms.</p> <p>Skilled in the use of design tools, software and App's to communicate effectively with diverse target audiences.</p> <p>A proven track-record of building strong working relationships with a wide range of people – internally and externally. Excellent IT skills including standard MS Office applications, website content management systems and e-communications software (ie Campaign Monitor) will be required as is an eye for design and ability to produce in-house marketing materials as required.</p> <p>A through working knowledge, experience and/or evidence of writing for social, online or printed media.</p>
QUALIFICATIONS:	<p>Will preferably be educated to degree level and/or able to demonstrate equivalent experience in the areas of communication, marketing, media or public relations.</p> <p>Formal training or certification within a media or communications discipline an advantage but not essential.</p>
GENERAL INFORMATION:	<p>Expectation for all staff to work in accordance with the ethos of the organisation, and to follow current policies and procedures. This role description is not exhaustive and is a reflection of current requirements. The employee is expected to view it as a guide rather than an exact description of duties and responsibilities. It may be subject to variation from time to time in accordance with the evolving organisational requirements.</p>
Job Holder's Signature Dated:	
Manager's Signature Dated:	