



Public Affairs and Communications Officer

Hours:	35 hours per week
Reports to:	Public Affairs Lead
Salary:	Circa £24,000
Location:	Charlotte House, Edinburgh with hybrid working
Application Deadline:	Monday 15 th May 2023, 5pm
Interview Date:	Thursday 18 th May 2023

Job Context

The Promise Scotland is responsible for driving the work of change demanded by the conclusions of the [Independent Care Review](#).

It works with all kinds of organisations to support shifts in policy, practice, and culture so Scotland can #KeepThePromise it made to care experienced infants, children, young people, adults, and their families - that every child grows up loved, safe and respected, able to realise their full potential.

The Promise Scotland's sole reason for being is to facilitate and support change, wherever that change needs to happen to make sure that Scotland will #KeepThePromise.

More information can be found in the below resources

[Independent Care Review Reports](#)

[Change Programme](#)

[Plan 21-24](#)

Find out more at www.thepromise.scot

The role sits within the **Public Affairs** team, which has responsibility for:

- Policy & legislative change – supporting and leading on policy and statutory changes essential to #KeepThePromise.
- Strategic communication – developing and adapting a strategic communication framework, including stakeholder and audience management; maintaining appropriate communication channels; ensuring language, tone and brand are consistent across the organisation.
- In common with all teams, working closely with colleagues across The Promise Scotland to ensure coherence and consistency across programmes and initiatives.

Job Purpose – Public Affairs and Communications Officer

The Promise Scotland is responsible for driving the work of change demanded by the findings of the Care Review.

It works with all organisations who have responsibility or wish to support shifts in policy, practice and culture so Scotland can #KeepThePromise it made to care experienced infants, children, young people, adults and their families - that every child grows up loved, safe and respected, able to realise their full potential.

The Public Affairs and Communications Officer has particular responsibility for:

- Research, generating and writing communications content
- Supporting the broad work of the Public Affairs team with administration, diary support, room bookings etc
- Being an organisation point person for Promise Scotland assets for reports, social media, presentations.
- Providing policy and communications support for both the wider team

Main duties of this role

This role is an opportunity for a communications and public affairs professional. As a Public Affairs and Communications Officer you will provide support to the Public Affairs team in managing and promoting the organisation's public image and reputation. You will assist in developing and implementing communication strategies, monitoring and analysing media coverage, managing social media accounts, and providing administrative support.

This role requires excellent communication skills, attention to detail, and the ability to work in a fast-paced environment.

The Public Affairs and Communications Officer will:

- Support the development and implementation of public affairs work including conducting research, monitoring news and policy developments, and preparing briefing materials for internal and external stakeholders.
- Offer input and thoughts about the use of wider digital communication channels and how to use this to engage with different groups – including younger people
- Assist in the drafting and editing of press releases, speeches, talking points, and other communications materials to promote the organisation's public affairs objectives.
- Produce internal and external newsletters
- Coordinate and support public affairs events, including scheduling meetings, preparing agendas, logistics, materials preparation, and on-site assistance.
- Support the management of the organisation's social media accounts, including content creation, scheduling, and monitoring.
- Gather together stories of interest about organisations and individuals helping to #KeepThePromise.
- Support in monitoring and utilising digital communication channels including twitter, LinkedIn, Facebook and Instagram
- Assist in the creation of graphic design materials, such as social media graphics, infographics, and presentations.
- Conduct research on public policy issues and prepare briefings for the Public Affairs team.
- Maintain updated databases of stakeholders, and other relevant contacts.
- Work closely with the Online Tools Manager.
- Monitor and manage relevant mailboxes, including responding to inquiries, distributing information, and escalating issues as necessary.
- Collaborate with other teams within the organisation to ensure alignment of public affairs efforts with overall organisational goals and objectives.
- Provide administrative support to the Public Affairs team, including managing calendars, scheduling meetings, and coordinating travel arrangements.

Essential Criteria

- Strong written and verbal communication skills, including the ability to draft and edit a wide range of materials such as press releases, speeches, and briefing documents with exceptional attention to detail.
- An ability to manage stakeholder enquiries including from media outlets
- An ability to write communications content including for web articles, newsletter and media releases
- An ability to work in a sensitive and sympathetic way recognising the difficult subject matter often at hand and maintain confidentiality.
- Ability to conduct research and analyse policy issues, as well as stay updated on current events and political developments.
- Strong organisational and project management skills and an ability to multitask and prioritise tasks effectively to meet deadlines.
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint) and social media platforms.
- Ability to work independently as well as collaboratively within a team.

Desirable Criteria:

- Familiarity with public affairs and communications principles and practices.
- Experience in managing social media accounts for organisations.
- Graphic design experience or interest in graphic design.
- Knowledge of media monitoring and analysis tools.
- Familiarity with MailChimp and Tractivity
- Experience in event coordination and management.
- Familiarity with public policy issues and government relations.

This job description is not meant to be exhaustive. It describes the main duties and responsibilities of the post. The Promise Scotland is a small, agile organisation and the job description may change in light of developing organisational needs.

Working Conditions

The Promise Scotland is based in Charlotte House, in Central Edinburgh. Flexible working arrangements will be considered for this role, as long as the key business needs are met. The Promise Scotland strives for a positive and supportive team culture and environment.

Secondment opportunities will be considered.

Application

To apply for this role, please download the attached application form from our website.

Once complete, please return to jobs@thepromise.scot with the job role as the subject.

Candidates with lived experience of care or candidates with a disability, who meet the essential criteria outlined will be invited to interview.

For more information about this role please contact Kenneth Fleming at jobs@thepromise.scot with the job role as the subject.