



## The Role

**Title:** Communications & Engagement Officer

**Responsible to:** Chief Executive

**Hours:** 37.5 hours pw

**Salary:** £26,223-£31,152

**Benefits:** 25 days holiday (plus stat holidays), employer pension contributions

**Duration:** Permanent

**Location:** Our office at 1 Waterfront Avenue, EH5 1SG, and other Scrán sites as needed

## Role Purpose

This is a new permanent role within Scrán Academy with the core purpose of **leading the coordinated delivery of our external comms and engagement**.

The post holder will act as the lead storyteller of the organisation, working with our young people and staff to clearly communicate our impact in ways that maximise engagement. This role will **amplify the voices of our young people**, working to provide ways to support them to engage in content creation and direct marketing. The role will link directly into our social enterprises by supporting the development of our online store.

Key to this role will be **stakeholder engagement**, including supporting the chief executive in the creation of funding bids and reports, and engaging with corporate sponsors and charitable partners to maximise mutual advantage. The role will also **strategically develop our approach to volunteer engagement**, and be responsible for a thriving volunteer base that enhances our initiatives and impact.

All in all, the Communications and Engagement Officer will be responsible for delivering how Scrán Academy is presented to the world, and coordinating how we can be best supported by stakeholders.

Really this is a creative and exciting role that supports the entire breadth of our delivery, so we are looking for an exceptional candidate who chimes with our values. A true comms professional who is dynamic, collaborative, and has a passion for getting the best from young people. Supporting staff and young people to create content and engage with our communications will be a part of the fabric of the job, so a non-judgemental, strengths-based attitude is essential.

# Job Description

## Key Responsibilities

- **Support Scran Academy in being a well-known, high profile and respected organisation that effectively advocates the rights of young people**
  - With the support of leadership, review and refresh marketing and communications plans and strategies.
  - Develop strategies to amplify young people's voices across our social media content and external communications.
  - Lead the delivery of our external communications including across social media, PR engagement and web presence.
  - Lead on the coordinated communication and design guidelines of our brand and messaging.
  - Develop and coordinate the circulation and production of a regular newsletter.
  - Engage with our youth work programmes to best understand how to communicate their impact.
  - Work directly with young people to develop and deliver content.
  - Support programme leads to develop and deliver content.
  - Support leadership team in compiling and producing communications and reports to funders and wider stakeholders.
  
- **Develop a thriving volunteer base that enhances the impact of Scran Academy**
  - With the support of leadership and programme leads, create and deliver a comprehensive volunteer strategy, including skills gaps, recruitment processes and onboarding procedures.
  - Coordinate with sector organisations and networks to maximise our engagement with volunteers.
  - Proactively recruit and maintain a volunteer base with roles covering a wide range of skills and services.
  - Support leadership to manage a stakeholder database of supporters, donors, volunteers and wider stakeholders.
  
- **Develop the Scran Academy online store**
  - Review and redevelop the website and online sales platform with a clear project launch plan.
  - Support young people and staff in use of sales platform for promotion and sale of youth-made products.

## Personal Specification

Criteria	Essential	Desirable
<b>Qualifications and Personal Development</b>		
Demonstrable commitment to CPD	•	
<b>Leadership and Management</b>		
Experience of operating effectively at an influential level in a relevant environment	•	
Ability to lead, motivate and manage a team of volunteers	•	
<b>Financial Management</b>		
Experience in writing funding bids/applications		•
<b>Marketing</b>		
Experience in the development and implementation of communications plans		•
Excellent oral and written communication skills with the ability to communicate effectively with a wide range of stakeholders	•	
Experience of working within and implementing branding and design guidelines	•	
Skilled at collating and designing content that communicates impact	•	
Ability to develop and maintain strategic relationships with PR organisations, charitable partners and other external stakeholders	•	
Experience of regularly posting on social media channels at an organisational level		•
<b>Administration</b>		
Excellent IT skills and knowledge of Microsoft Office Applications	•	
Strong organisational skills and experience of working to deadlines	•	
Excellent attention to detail	•	
<b>Other</b>		
Eligible to join PVG Scheme Membership Scheme	•	
Ability to travel between work locations and to work evenings and weekends when required	•	
Experience of working in a third sector organisation		•
Experience of working within and/or leading youth work or education organisation.		•
Experience of working with disadvantaged groups and/or young people.		•

Interested candidates should email a CV and a cover letter, **no more than one side of A4**, to [will@scranacademy.com](mailto:will@scranacademy.com). The deadline for applications is the 23<sup>rd</sup> October, with interviews taking place on the 1<sup>st</sup> and 3<sup>rd</sup> of November