



Job Description

Job Title:	Communications Lead
Hours:	P/T 21 - 24 hours per week
Reports to:	Chief Executive Officer
Location:	Hybrid working from Base at Regent House, 9 High Patrick Street, Hamilton, ML3 7JA and from home

COVEY's Mission and Values

Our mission is to support children, young people and families to become more resilient, safe and better equipped to reach their full potential. We do this through providing 1-1 and group-based befriending, mentoring and family support across Lanarkshire. Our consistent relationship-based support, which is centred on the individual's needs, interests and hopes, improves health and wellbeing, social connections, confidence and increases their engagement with education, training, volunteering or employment.

Our values are:

- Commitment - Having a positive attitude, engaging positively, reliable and consistent
- Openness - Proactively sharing information internally and externally, having confidence to express thoughts and views
- Respect - Accepting and acknowledging differing viewpoints, being non-judgemental
- Innovation - Forward thinking, actively embracing change, solution focussed
- Passion - Having a strong belief in what we do, being inspirational, a positive force in the lives of others

Overall Purpose

Develop and lead COVEY's external and internal communications, with the objectives of further raising our profile, increasing our brand recognition, driving income, and strengthening participant, volunteer, and staff engagement.

Key responsibilities

- Responsible for key messages across the organisation and supporting the brand positioning of COVEY
- Develop and deliver an ambitious communications strategy that supports COVEY's strategic plans
- Lead a refresh of COVEY's logo, online presence and written materials

- Work closely with colleagues to develop impactful case studies about our work with children, young people and families that can be shared on our website, social media, within the press and funder reports
- Oversee COVEY's digital presence, updating the website and social media channels with engaging, creative and relevant content
- Lead on all media and press activity for COVEY, including identifying media opportunities and writing press releases
- Monitor and report on the impact of our communications and campaigns work
- Ensure compliance with online safety, cyber security, data protection and GDPR policy.
- Provide effective and supportive line management to the Volunteer Development Officer, ensuring we increase our volunteers through developing and implementing a recruitment, retention and engagement strategy
- Establish and support a network of ambassadors, working closely with the Volunteer Development Officer, to create opportunities for them to promote our work, to embed their thoughts/ideas into helping shape the future direction of COVEY, whilst concurrently developing their own skills and potential.
- Operate as a key member of the Leadership Team, inputting to strategic decisions and working operationally with other staff across the charity.
- Attend and contribute to regular supervision sessions, team meetings and other meetings as required
- Any other duties that are reasonably required by the role

This job description may be subject to review following discussion with the post holder and line manager. The duties and responsibilities of the post will be undertaken in accordance with COVEY's policies and procedures.



Person Specification

Education and Qualifications

- Educated to degree level qualification in English, Marketing, Communications or other relevant discipline. Applicants who demonstrate substantial relevant experience and skills will also be considered.

Skills and experience

- A communications or marketing background with at least three years of successful track record in a similar role
- Adept at absorbing complex information and turning it into simple-to-understand messages
- Exceptional communication skills – written and verbal, with the ability to write compelling case studies and articulate key messages clearly and succinctly
- Knowledge and understanding of digital media marketing, including awareness of the latest digital tools and techniques to engage our participants, volunteers and stakeholders.
- Experience of working with people to help them convey real life stories.
- Confident communicating and building rapport with a range of stakeholders
- Strong administrative skills, including competent and confident use of various electronic office programmes
- A flexible and adaptable approach, coupled with the ability to operate under pressure and prioritise workload to meet deadlines.
- Sound knowledge and awareness of data security and GDPR

Other Requirements

- Available for occasional evening work where required
- Enhanced PVG required for this post