

Role Description

Division:	Charity Services
Department:	Policy & Communications
Location:	Edinburgh, with a blend of office and home working (minimum 2 days per week in the office, including Tuesday & Wednesday)
Geographical focus:	Scotland-wide
Contractual status:	Fixed term to 31 st March 2025
Hours:	35 hours per week to be worked between Monday – Friday (flexible working patterns available), plus out of hours press service on a rota basis (1 week a month)
Line Manager:	Head of Policy & Communications
Direct Reports:	None
Salary:	£32,000 pa

Job Purpose

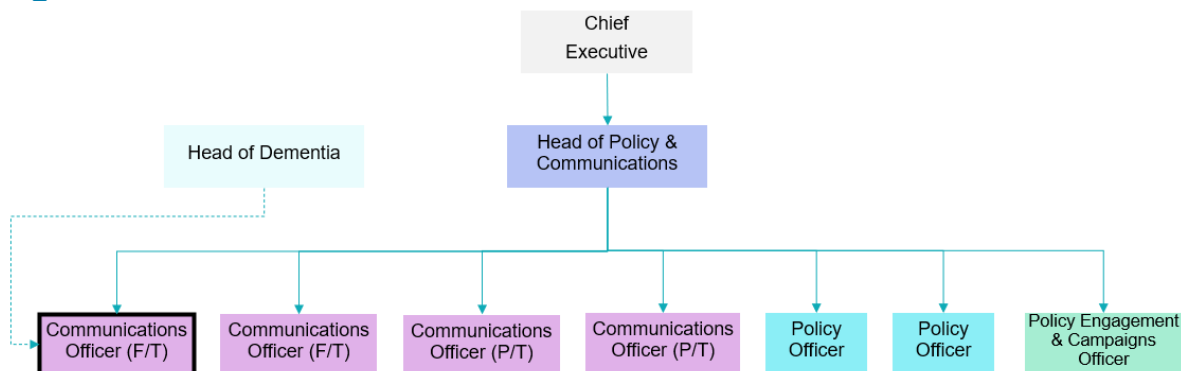
We know that growing older doesn't come with a manual. Later life may bring opportunities and challenges, that's why we work to improve the lives of people over the age of 50 and promote their rights and interests.

This key role will primarily support the communication of Age Scotland's dementia work both nationally and locally and contribute to the wider promotion of the charity through the media, digital channels, and publications such as our magazine and public facing reports.

Working across two teams the role will seek to raise the profile of Age Scotland's dementia work, including About Dementia and Dementia Training, to increase awareness and engagement by developing and delivering high-quality content across a range of channels and media both locally and nationally.

The postholder will curate and maintain Age Scotland's dementia related website sections, email and social media content; and oversee the design and production of relevant dementia information publications.

Organisational Chart



What you'll do

- Work with the dementia teams to promote their activities and help tell the stories of people affected by dementia.
- Deliver quality media coverage to promote About Dementia and Age Scotland's campaigning and other activities through a wide range of print and broadcast outlets. This will include drafting press releases, commission and contribute written articles, and provide high quality copy for a range of audiences.
- Proactively identify and deliver PR opportunities, monitor media outlets and coverage, and develop public messaging that is consistent with wider charity aims and promotes our brand.
- Organise photo calls, media launches and other relevant events.
- Provide media briefings for Age Scotland spokespeople.
- Build a network of media contacts and brief them on our dementia work as well as wider charity initiatives.
- Establish and support a pool of About Dementia influencers to shape and lead our media strategy.
- Manage and build social media and email channels, producing accessible and high-quality content to promote Age Scotland's wide range of dementia work.
- Develop multimedia content, including video, graphics and podcasts.
- Curate and maintain dementia related sections of the website and ensure resources and publications are easily available online.
- Work with About Dementia members to ensure that web pages are accessible to a range of audiences including those living with dementia.

Communications Officer

- Coordinate, write and edit publications such as newsletters and information leaflets.
- Represent About Dementia and Age Scotland at conferences, events, and meetings to promote our work.
- Oversee the design and production of dementia related publications.
- Keep colleagues informed and engaged with our work through internal communications channels.
- Monitor, evaluate and prepare reports detailing coverage delivered against targets and project outcomes.
- Participate in the charity's out of hours press service.

What you'll bring

- Experience of working in a media or PR environment, delivering creative awareness and brand-building opportunities, and excellent knowledge of the Scottish media environment.
- Experience of producing clear and accessible written and visual communications for a variety of sources such as press releases, copy for publications, website, social media and email content for a range of audiences, including people living with dementia.
- Excellent written and verbal communication skills.
- Experience of managing social media channels, websites and email newsletters.
- Commitment to working to bring about meaningful and lasting change for people living with dementia and unpaid carers.
- Understanding and experience of good internal communications.
- Experience or good understanding of working with older people and/or with lived experience of dementia and enabling them to communicate their knowledge and experience.
- Knowledge of current social and political issues affecting older people in Scotland and people living with dementia and/or unpaid carers.
- Knowledge of current trends and new techniques in communications, marketing and campaigns.

Communications Officer

- Excellent planning and organisational skills.
- Practical knowledge and experience of basic design and video editing.
- Ability to work under pressure and to tight deadlines.
- Teamwork and ability to work collaboratively across multiple teams.

Additional requirements

- Commitment to the aims and vision of Age Scotland and the ability to demonstrate our values (Empowering, Inspiring, Inclusive & Integrity) in your work.
- Commitment to providing older people with high quality services.
- Commitment to volunteer development.
- An understanding of and commitment to equal opportunities.
- Flexible, adaptable, willingness to engage in self-development.
- The role involves taking part in the out of hours press service, on a rota basis, which includes evenings, weekends and public holidays.
- Able to work from the Edinburgh office when at least two days a week, including Tuesday and Wednesday, (NB, travel costs from home to the office will not be reimbursed by Age Scotland).
- Employees are expected to have a suitable home work space with a good broadband connection for occasional home working.
- Employees enrolled in Multi-Factor Authentication (MFA or 2FA) will be expected to install and maintain an app on either their personal or work mobile device.
- Employees are expected to undertake any and all other reasonable and related tasks allocated by their line manager.
- The role may from time to time require travel throughout Scotland and the wider-UK, involving possible overnight stays.