

Media & Communications Officer - Scotland

Role profile

Location	Home-based	Department	Fundraising and Supporter Engagement
Reports to (Job Title)	Head of Communications	Salary Band	D low
Matrix manager (if applicable)	Head of Scotland	Competency level	2

Role definition

Role purpose

The Media & Communication Officer builds greater awareness of, and support for, Christian Aid Scotland's work through use of media, branded resources, direct communications to supporters, and (in tandem with the Digital Content Officer), social media and website in Scotland.

The role holder is Christian Aid's 'brand champion' in Scotland, leading on coherence, consistency and legal/regulatory compliance for Christian Aid Scotland's communications.

Key outcomes

- The Christian Aid Scotland team has a clear, shared Communications Plan that is delivered on time and on budget and aligns with the organisational comms strategy.
- Supporters in Scotland receive clear, accessible, well-written resources that engage them in Christian Aid's work and are relevant to a Scotland-based audience.
- There is substantial positive coverage of Christian Aid Scotland in local and national media in Scotland.
- Christian Aid Scotland provides clear and thorough internal briefings when required.
- Christian Aid's media & communications output in Scotland reflects an appropriate balance of advocacy, fundraising, awareness raising, campaigning and church liaison.
- Christian Aid Scotland's media & communications reflect the ecumenical and political landscape in Scotland.
- Christian Aid Scotland makes a full and effective contribution to the media & communications of the main partnerships, coalitions & networks in which it is involved, such as HEF and DEC Scotland, Stop Climate Chaos Scotland and the Alliance.
- Christian Aid Scotland maintains profile and provides communications with the Scottish Government's Humanitarian Emergency Fund (HEF)
- Christian Aid Scotland's media & communications are consistent with policy positions, meet regulatory & legal requirements, and enhance Christian Aid Scotland's reputation.

Role agility



Expected national travel per annum	Occasional travel	On call/unsocial hours Yes
Expected international travel per annum	Occasional travel	
Surge capacity for emergency responses No		

Role requirements	
Relationships	
<p>External: Regular contact with journalists, editors, photographers and designers, as well as colleagues in other NGOs, networks and churches that generates awareness and support for Christian Aid.</p> <p>Internal: Works closely with Scotland team colleagues and Comms division colleagues across the UK and globally to develop and share comms plans and projects.</p>	
Decision making	
<p>Represent Christian Aid and its work to external audiences and in any media & comms within agreed policy positions. Particular responsibility for consistency and appropriateness of external messaging. Good judgement is required to recognise sensitive issues in advance and take advice where appropriate.</p> <p>Budgetary/savings responsibility No direct budget responsibilities but expected to work within limits and with careful stewarding of resources.</p>	
Analytical skills	
<p>Careful analysis, planning & development of media & comms opportunities. Responsible for monitoring, evaluating and analysing the reach and impact of Christian Aid's media and communications work in Scotland (alongside the Digital Content Editor).</p>	
Developing self and others	
Number of Direct reports 0	Overall people management responsibility 0
<p>This is a wide-ranging role, likely to involve some areas that are new to the successful candidate. There is plenty of scope to work with volunteers and colleagues in developing their communications skills.</p>	
Role related checks	
DBS Clearance Basic	Counter terrorism screening Required



Person specification

Applied skills/knowledge and expertise

Essential

- Educated to degree level or substantial experience of media work, journalism or public relations.
- Advanced ability to write clear, engaging, accessible and accurate content.
- Excellent proof reading and editing skills, with good attention to detail.
- In-depth knowledge of Scotland's media environment.
- Good understanding of Scotland's political and voluntary sector context, including an ability to spot media/comms opportunities in a political/campaigning context.
- Ability to harness social media to increase awareness, interest & participation.
- Confident in taking initiative; planning; meeting deadlines; working unsupervised; working in a small team.
- Able & willing to cope with working unsociable hours, including some evenings and weekends, and occasional travel.

Desirable

- Experience in/good understanding of international development.
- A sound understanding of the Scottish churches.

DATE CREATED

08/04/2024

DATE REVIEWED

