



<b>Job Title</b>	:	Communications & Engagement Manager
<b>Contract</b>	:	Permanent
<b>Salary</b>	:	£35,000
<b>Hours</b>	:	35 (9.30am – 4.30pm with ½ hour paid lunch break)
<b>Location</b>	:	Glasgow centre, with some hybrid working
<b>Reports to</b>	:	CEO
<b>Key relationships</b>	:	Creative agencies and freelancers, Revive staff and board, clients, and stakeholders

### **About Revive MS Support**

Revive MS Support is the only charity in the West of Scotland providing nationwide support for people who are affected by Multiple Sclerosis. The charity was set up in 1984 by people living with MS and their families, and helps people manage the physical, emotional, financial, and social impacts that come with a diagnosis of MS. Anyone affected by MS can use Revive's services, and they are free to access.

### **Job Purpose**

As Communications & Engagement Manager, you'll be responsible for developing and leading Revive's communications, marketing, media, visual content, public relations, and brand. You'll be raising awareness of how Revive can support everyone affected by MS, growing our profile with all existing and prospective stakeholders, and working closely with colleagues to help ensure our income matches our ambition.

### **Key Responsibilities**

#### **Management and Planning**

- Support the development and implementation of Revive strategies and operational plans.
- Develop, implement, and monitor the Revive communications and marketing strategy including the development of effective and appropriate key messages about the work of Revive.
- Plan, agree and implement the communications and marketing plan across all areas of Revive activity, ensuring key measurable activity and outcomes are delivered, monitored, and evaluated.
- Managing digital marketing activity with the current agency.
- Develop and monitor budgets, making recommendations for strategic investment to develop the capabilities and effectiveness of communications at Revive.
- Contribute to meetings with the Board of Trustees as requested and prepare Board reports for monitoring.
- Supporting the marketing and communications needs of teams across the charity, i.e. fundraising, clinical, services, grants.
- Any other appropriate duties as required.

## **Media and PR**

- Lead all media work, acting as first point of contact for media enquiries. Initiate and maintain excellent relationships with national, regional, local and specialist media, and produce engaging press releases and creative PR opportunities.
- Proactively identify opportunities to generate media coverage by researching and developing stories; and, keeping up to date with current developments and campaigns in the press and social media.
- Produce the Revive podcast, working with our media and broadcast partner.
- Manage the crisis comms plan including the production of pre-prepared media statements and briefings to all staff, trustees, and volunteers as appropriate.
- Lead all activity around MS Awareness Week in April and Global MS Awareness Day in May.

## **Digital**

- Manage our digital agency to develop and implement a digital content plan aimed at growing audience engagement and supporting income generation through increased awareness and reach of all Revive's activities.

## **Marketing, Accessibility and Brand**

- Creating print and digital marketing creative working with a freelance graphic designer
- Lead on organisational brand and key messages, including creating and maintaining appropriate and consistent tone, that is channel appropriate.
- Act as brand guardian, ensuring consistent use of brand across the charity, adhering to the brand and style guidelines.
- Lead on content creation, working with a freelance videographer, ensuring all video is subtitled and engaging.
- Lead on the development of the annual review and client survey publications.
- Produce organisational publications, literature, and marketing materials to raise awareness of the support available from Revive MS Support
- Coordinate photography, identifying opportunities and working with a freelance photographer.
- Ensure all communications activity is produced to a high standard of accessibility, including plain text, image description and subtitles.
- Maintain the centre accessibility guide and lead on developing accessible communications across the organisation.
- Plan and deliver internal communications to ensure our colleagues are connected across the organisation and briefed on key communications priorities.

This job description is not exhaustive. It acts as a guide and may be amended to meet the changing requirements of Revive MS Support at any time after discussion with the post holder.

## **Person Specification**

### **Essential**

- Minimum of 2 years' experience in a comparable role
- Experience of working with the press, generating media coverage, with case studies, and providing organisational comment

- Experience of developing, implementing, and reporting on marketing/ media/communications strategies or plans
- Excellent writing skills, ability to adopt a variety of styles and produce engaging, clear, and concise copy.
- Experience of managing social media and other digital communications for awareness raising purposes
- Experience of growing social media communities and leading on social media strategy
- Experience of producing communications publications and material, including editing
- Excellent interpersonal skills, as well as the ability to influence journalists and stakeholders at all levels.
- Experience of managing an organisation's website.

### **Desirable**

- Experience of working in the third sector.
- Experience of directing and supporting creative agencies and freelancers
- Awareness of the experience of people affected by multiple sclerosis.

### **Special conditions**

There is a need within this post for the holder to be flexible about hours of work, with the requirement for occasional work in the evenings and weekends.

The postholder must be willing to, on occasion, travel across Scotland and, potentially, elsewhere in the UK.