



# JOB DESCRIPTION

<b>Role Title:</b>	<b>Communications Worker</b>		
<b>Reporting To:</b>	Chief Executive		
<b>Location:</b>	Bell Street		
<b>Responsible for:</b>	n/a		
<b>Role Purpose:</b>	Plan and deliver communications to key groups through various channels including our website, social media, print and online marketing materials.		
<b>Salary</b>	£30,201	<b>Hours of work</b>	35 per week

## KEY ACCOUNTABILITIES & RESPONSIBILITIES

### Role specific

1. Deliver integrated communication strategies and plans for Glasgow Women's Aid.
2. Promote Glasgow Women's Aid values of being a single sex woman only service with a feminist analysis of domestic abuse.
3. Creating a strong brand and key messages for the organisation and being a brand guardian.
4. Manage our social media to develop and implement a content plan aimed at growing engagement and supporting income generation through increased awareness of all Glasgow Women's Aid activities.
5. Co-ordinate the production of effective and targeted communications and press.
6. Ensure that our communications are tailored effectively to reach specific audiences.
7. Produce organisational publications, literature, and marketing materials to raise awareness of the support available from Glasgow Women's Aid.
8. Lead the Fundraising Sub Group alongside relevant Board member.
9. Support the Fundraising Sub Group by using our communications to support and enhance the fundraising activity.
10. Lead all media work, acting as a 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.
11. 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.

### Organisational wide

1. Work in line with GWA values and the SSSC Code of Conduct
2. Positively promote the feminist analysis of domestic abuse.
3. Participate in relevant training, team meetings and development days for continuous professional development.

4. Engage in Support and Supervision.
5. Promote Service User involvement
6. Maintain Health and Safety
7. Play an active role in awareness raising and fundraising
8. Have a contemporary knowledge of all forms of gender based violence
9. Carry out such other appropriate duties as may be determined by GWA.

## COMPETENCIES

### 1. Proactive

Exploring options. Looking at new ways to do things. Being innovative. Strive to make a difference. Carry out tasks without detailed instructions.

### 2. Judgement

Makes timely informed decision that take into account the facts, constraints and goals.

### 3. Co-operation

Works harmoniously with others to get a job done. Responds positively to instructions and procedures. Able to work well with co-workers and managers. Shares critical information with everyone involved. Works effectively on projects that cross teams. Helps to set a tone of co-operation. Seeks opinions. Values working relationships.

### 4. Communication

States own opinions clearly and concisely. Demonstrates openness and honesty. Listens well during meetings and feedback sessions. Explains reasoning behind own opinions. Asks others for their opinions and feedback. Asks questions to ensure understanding. Exercises a professional approach with others using all appropriate tools of communication. Uses consideration and tact when offering opinions.

### 5. Problem solving

Anticipates problems. Sees how a problem and its solution will affect others. Gathers information before making decisions. Adapts well to changing priorities, deadlines and directions. Is willing to take action, even under pressure or tight deadlines. Recognizes and accurately evaluates the signs of a problem. Notifies line manager of problems in a timely manner.

### 6. Making a difference

Making a difference to the service users of GWA and evidencing this using our paperwork. Look for new ways to evidence making a difference.

## PERSON SPECIFICATION *(Knowledge, Experience, Skills & Abilities)*

	Essential	Desirable
<b>Experience</b>	<p>Demonstrable experience of developing, delivering and evaluating integrated marketing or communications campaigns to meet objectives.</p> <p>Experience of championing an organisations brand and ensuring that others adhere to its guidance.</p> <p>Extensive experience of creating digital content, utilising a wide range of software and digital applications.</p> <p>Extensive experience of managing digital output through a range of social media platforms, and ability to analyse reach and impact.</p>	<p>Experience of managing fundraising activities</p> <p>Experience of working with the media including radio, print and television</p> <p>Experience of working in the third sector.</p>

	<p>Experience of engaging with a range of audiences to promote an organisation or initiative. Confidence in presenting and public speaking is essential.</p> <p>Experience of multi-agency work.</p>	
<b>Skills and Abilities</b>	<p>Producing written material in the form of handouts, leaflets, and training materials.</p> <p>Proficient with software for creating and editing publications, videos and websites.</p> <p>Strong writing, editing, proofreading, layout and design, including ability to present concepts verbally and adapt style for different audiences and channels.</p> <p>Excellent interpersonal skills and the ability to communicate and negotiate with a wide range of people.</p> <p>Web editing and knowledge of posting and creating content for social media.</p>	
<b>Qualifications / Knowledge</b>	<p>Degree level qualifications in marketing, media, communications, ITC or similar, or extensive work experience.</p> <p>Strong knowledge and understanding of current trends in digital media/social media.</p> <p>Knowledge and commitment to a feminist analysis of domestic abuse.</p> <p>Knowledge of the Domestic Abuse (Scotland) Act 2018 and the implications for agencies.</p> <p>Good understanding of a range of communications and marketing techniques and channels.</p> <p>Excellent written communications skills, with the proven ability to write engaging copy for a range of channels and audiences.</p>	<p>Current working knowledge of policy and practice issues in relation to violence against women and children</p> <p>Knowledge and understanding of the operating environment and risks that exist for Glasgow Women's Aid</p> <p>Train the Trainer</p>
<b>Values</b>	<p>Committed to the values, aims and objectives of Glasgow Women's Aid.</p>	

	Committed to valuing and respecting people and working with diversity. Participation in awareness raising. Participation in fundraising.	
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