

# Part 1: JOB DESCRIPTION

**JOB TITLE: Communications Officer**

# DEPARTMENT: Scotland

**TEAM: Policy & Communications**

**LOCATION: Edinburgh Office with hybrid working**

**SALARY: £32,000 - 34,000 + on call rota allowance**

1. **POSITION IN ORGANISATION**

* Reports into: Head of Policy and Communications
* Line Manages: N/A
* Contacts which the post holder has within and outside the organisation: Executive Director for Scotland, Scotland staff team, Scotland volunteers, media team, fundraising team, Case Studies Manager, media outlets, journalists, press officers, people with lived experience.

1. **MAIN PURPOSE OF JOB**

Ensuring smooth delivery of internal and external communications in Scotland, including media and PR. Working across new and existing Samaritans’ campaigns, representing Samaritans to external stakeholders, reacting to the day-to-day news and supporting the development and delivery of a variety of projects. Being a key driver of our marketing and brand in Scotland. Working with our volunteers, story tellers and partners to support engagement and understanding of our work.

1. **KEY RESPONSIBILITIES**

* Support communication efforts for fundraising, awareness, and policy campaigns, promoting them through appropriate channels.
* Collaborate with colleagues across Samaritans to ensure effective storytelling in all internal and external communications, targeting different audiences.
* Generate ideas and identify opportunities to enhance Samaritans Scotland’s brand presence in relevant media stories.
* Provide reactive media support for stories and relevant issues specific to Scotland.
* Draft and edit proactive and reactive materials, including press releases, commentary, and opinion pieces, often under tight deadlines
* Manage case study recruitment, maintain relationships with people with lived and living experience and support them to tell their stories for media and communications purposes.
* Lead the production of press cuttings analysis and evaluation, providing insights to improve media strategies.
* Support the Head of Policy and Communication to approach potential partners for collaborations and opportunities to promote Samaritans’ services and messages.
* Research, create, and pitch positive news stories and features about Samaritans’ services, projects, policies, and case studies to target media outlets.
* Identify and brief spokespeople for media interviews, ensuring they are well-prepared to represent Samaritans.
* Build and maintain strong relationships with Scottish and sector media.
* Develop and execute communications and media plans, selling proactive content to media outlets and supporting consistent messaging across Scotland.
* Provide out-of-hours media support on a rota basis, escalating issues to senior team members when necessary.

**Everyone who works for the Samaritans is expected to:**

* Demonstrate genuine commitment to our vision that fewer people die by suicide.
* Promote, believe in and work within our equity, diversity and inclusion policies and procedures.
* Value and embed the voice, insights and expertise of people with lived experience in line with our lived experience principles and polices.
* Promote and work within our safeguarding and health and safety policies and procedures.

The nature of Samaritans service delivery model means that might be occasional evening and weekend working for which time off in lieu will be given

**Part 2: PERSON SPECIFICATION**

**Skills, Knowledge, and Experience:**

* Demonstrable experience in successfully delivering media campaigns across channels, particularly in Scotland.
* Thorough understanding of Scottish media, including digital media.
* Proven experience in representing an organisation to media and external organisations, with experience in securing coverage in target outlets.
* Knowledge of marketing, brand management and PR.
* Experience working sensitively with individuals to help them share their stories.
* Strong organisational skills, attention to detail, and the ability to manage complex workloads and tight deadlines.
* Ability to adapt content to different audiences and platforms, with a good eye for detail and potential news hooks.
* Experience in project and media planning, and familiarity working with newspapers, commercial PR agencies, or in-house media/public relations.
* Excellent computer skills in word-processing, databases, and spreadsheets.

**Personal Attributes:**

* Creative thinker with a pragmatic approach to problem-solving, able to overcome challenges.
* Emotionally resilient, with the capacity to handle sensitive information and upsetting content, and the ability to seek support when necessary.
* Strong alignment with Samaritans’ values, with empathy for the mission and sensitivity in supporting people who wish to share their experiences.
* Excellent communication and interpersonal skills, capable of building positive relationships with a wide range of stakeholders.
* Confident and clear communicator, both in person and via digital means, with the ability to exercise tact, diplomacy, and maintain composure under pressure.
* Well-organised, methodical, and resourceful, with the ability to juggle multiple demands in a dynamic environment.
* Willingness to travel, attend weekend meetings and events (around 4 per year), participate in some out-of-hours work, and join an out-of-hours call monitoring rota.
* A lateral thinker with good news-sense, able to identify and tell stories across all channels, for both online and offline media, and for in-house audiences.

Signed by employee:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: ­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**LAST UPDATED: August 2024**