

**CARERS  
TRUST**

**Communications and  
Campaigns Officer  
Recruitment Pack**

# Communications and Campaigns Officer

## Scotland

**Contract:** Permanent

**Hours:** Full time, 35 hours per week, flexible work options available.

**Salary:** £30,000 - £34,000

**Location:** Hybrid, anchored to the Glasgow Carers Trust office minimum 1 day a week.

## Why this role is pivotal to Carers Trust

The Communications and Campaigns Officer will play a key role in delivering effective communications and campaigns around Carers Trust's work in Scotland. This role is central to continuing to raise the external profile of the charity and ensuring our communications amplify awareness of the lived experience of unpaid carers, and the good work happening across our network of local carer organisations.

This is a broad role, supporting the development and delivery of communications to generate support and awareness of unpaid carers and our work in Scotland.

We are looking for someone who will put carer voice at the heart of our communications and in campaigns in Scotland.

## In this role you will

- Collaborate closely with colleagues across Carers Trust – including secondary reporting to UK Communications and Marketing Team – to deliver effective communications and campaigns in Scotland in line with Carers Trust's strategic plans.
- Have a lead role in co-ordinating the day-to-day of Carers Trust Scotland's online/digital communication.
- Help to grow the profile and brand of Carers Trust's work in Scotland.
- Be a key point of contact for journalists and proactively maintain excellent working relationships with the press.
- Draft press releases and proactively seek appropriate media coverage, liaising directly with journalists and proving quotes/interviews as required.
- Develop creative and engaging content and initiatives across all of Carers Trust Scotland's digital platforms, including website and social media.
- Support unpaid carers and local carer organisations to be involved in our communications and campaigning activities.
- Support the delivery of influencing campaigns for our different programmes of work in Scotland.

## Our ideal candidate

This post sits in the Scotland Team with secondary reporting to the UK Communications and Marketing Team, and working across the organisation is a must. The postholder will be confident in working directly with people with lived experience and the services that support them to design and deliver communications, and support campaigning activity to improve awareness and support for unpaid carers.

Our ideal candidate will be committed to improving support and raising awareness of Scotland's unpaid carers. They will have:

- Proven experience in a communications, media or awareness raising role.
- Knowledge of - or the ability and willingness to learn about - the challenges faced by unpaid carers, and be committed to positively transforming the lives of Scotland's unpaid carers.
- Experience of speaking on behalf of an organisation.
- Experience of supporting stakeholders - including those with lived experience - to be involved in communications and campaigning work.
- A commitment to our ambition that all of our work is co-designed with unpaid carers and the services that support them. Our ideal candidate will share this commitment.
- Demonstrable experience of working proactively with journalists and have an ability to pitch stories to the media and get buy in.
- Knowledge of the Scotland media landscape and demonstrable success in delivering media coverage.
- The ability to engage with the media on issues Carers Trust works on.
- Excellent copywriting skills and good attention to detail - excellent proofreading and editing.
- An ability to adapt written communications for a range of audiences.
- An ability to prioritise, work at pace, and under pressure - whilst maintaining excellent attention to detail.
- An ability to deliver creative social media posts and in a campaigning context.
- An understanding of the role of content in creating successful web pages and digital campaigns.
- Experience of supporting campaigning activity, including producing materials and organising activities.
- Knowledge of contemporary communication techniques and tools.
- An ability to work effectively with colleagues / external stakeholders / form effective working relationships, including across nations.
- Flexibility and the ability to work outside normal office hours on occasion, including some travel within Scotland and at times across the UK.

## Main responsibilities (not an exhaustive list)



The main responsibilities for this role are set out below. This is not an exhaustive list, with the expectation that this role will grow and evolve.

### Online content, brand and monitoring

- Co-ordinate Carers Trust Scotland's day-to-day digital/online communications.
- Develop and maintain content of the Scotland section of the Carers Trust website.
- Work with colleagues from across the organisation and lead on content generation for our social media channels in Scotland.
- Monitor Carers Trust Scotland's social media engagement, be responsive to posts and report on analytical data.
- Develop and maintain social networking campaigns to maximise impact.
- Support the implementation and monitoring of the integrity of the Carer Trust brand and house style in Scotland.

### Press and PR

- Develop and deliver proactive and reactive media liaison and generate content for Carers Trust Scotland.
- To liaise with journalists, act as a spokesperson, write press releases and articles, brief and support staff being interviewed. To proactively seek appropriate high profile media attention for Carers Trust Scotland.
- Respond in a timely manner to incoming press enquiries.
- Work with the UK Communications and Marketing Team to deliver UK wide communication and campaigns activity and to monitor the news agenda in Scotland, seizing opportunities to provide reactive comment and pitch in opinion pieces.
- Working closely with our Research and Involvement Officer (Scotland), support unpaid carers to share their experiences through the Scottish media and our social media.
- Develop and maintain a collection of media-ready case studies for Scotland, illuminating the lived experience of unpaid carers and local carer organisations.

### Campaigning

- Work closely with colleagues across the organisation and other key stakeholders to support the development and delivery of impactful and successful campaigns – in line with Carers Trust's strategic plans –, including producing high quality campaign materials and organising campaign activities.
- Work with colleagues to develop and deliver campaigns to support our programme work in Scotland.
- Produce quality campaigning resources for local carer organisations and unpaid carers.

## **Other responsibilities**

- Promote and work towards Carers Trust's strategic aims.
- Actively participate in team meetings through creative activities designed to encourage team work and bonding.
- Be committed to safeguarding and promoting the welfare of vulnerable adults and children.
- Work at all times within the values and policies of Carers Trust.
- Comply with the Health and Safety at Work Act 1974 and with Carers Trust policy, paying particular attention to the reporting of dangerous situations.
- Have a commitment to developing quality by the implementation of Carers Trust quality evaluation tools along with any other standards set by Carers Trust.
- Respect the personal choice and lifestyles of colleagues, carers, and people with care needs, ensuring that equal opportunity principles are applied at all times.
- To undertake any other duties that may be considered commensurate with the level of the post.

## How to apply



Please apply by uploading your CV and a supporting statement detailing how you meet the criteria listed as our ideal candidate via the Carers Trust website as instructed.

For an informal conversation or any questions about the role please contact [recruitment@carers.org](mailto:recruitment@carers.org).

**Application deadline:** Sunday 10th November

**Expected interview date:** Late November

### **Commitment to diversity**

We value a diverse and inclusive workplace and therefore strongly encourage applicants of all backgrounds to apply and join Carers Trust irrespective of age, disability, sex, gender identity, pregnancy, maternity, race (which includes colour, nationality and ethnic or national origins), sexual orientation, religion or belief, or because someone is married or in a civil partnership.

We want to ensure that our staff team is reflective of the communities that we serve and we therefore particularly welcome applications for this role from those from a global ethnic majority background. Carers Trust is committed to making our recruitment practices barrier-free and as inclusive as possible for everyone. This includes making adjustments or changes for people who have a disability or long-term health condition or caring responsibilities. If you need any reasonable adjustments for any part of the recruitment process for any reason please let us know, in confidence, to discuss these

### **Commitment to safeguarding**

Carers Trust is committed to safeguarding the well-being of all service users, employees and volunteers who are involved in or affected by our work. All children and adults, regardless of age, disability, gender, racial heritage, religious belief, sexual orientation, or identity, have the right to equal protection from all types of harm or abuse and the right to be treated with respect and dignity. All employees and volunteers have a duty to prevent the abuse of children and adults and report any safeguarding concerns to the relevant person.

Safeguarding lead: Angharad Orchard