



## **JOB DESCRIPTION**

**JOB TITLE:** COMMUNICATIONS OFFICER (EXTERNAL)

**DEPARTMENT / SERVICE** STRATEGY & BUSINESS SUPPORT

### **PURPOSE OF THE JOB**

The Communications Officer will take ownership of delivering high-quality external communications, ensuring Link's key messages and success stories reach and resonate with the right audiences. This includes a lead role in managing digital channels and developing creative content across formats.

The role sits within the Strategy & Business Support Team, which delivers services across the Link group including communications, digital media, performance reporting, research and more.

### **MAIN AREAS OF RESPONSIBILITY/TASKS**

#### **To take a lead role in:**

- Working with colleagues across the group to develop and deliver compelling "good news" stories, case studies and testimonials.
- Proactively identifying and gathering content for press releases, features, and news media.
- Managing, growing and creating content for Link's social media platforms – including copy, scheduling, monitoring, and evaluating impact.
- Updating, maintaining and developing content for Link's websites using relevant CMS tools.
- Editing and producing internal and external publications in both digital and print formats.
- Delivering design, photography and videography services that meet high creative and brand standards.
- Creating on-brand visual and digital assets for communications activity, using tools available in Adobe Creative Cloud.
- Managing relationships with external partners including designers, developers and media contacts.
- Supporting brand alignment across the group, particularly in marketing and communications activity.
- Supporting colleagues with tools, templates and training for communications delivery.

#### **To contribute to:**

- Supporting the Communications Coordinator and senior colleagues to manage potentially challenging media enquiries.
- Championing and embedding Link's brand and tone of voice across teams.
- Developing and implementing the communications strategy.
- Supporting the planning and delivery of events, campaigns and internal activities.



#### **Other responsibilities:**

- Maintain awareness of and adhere to Link's Health and Safety Policy.
- Actively promote equality, diversity and inclusion in all aspects of the role.
- Carry out other duties within the scope of the post to meet evolving business needs.

#### **RELATIONSHIPS**

- Communications Coordinator
- Communications and wider Strategy & Business Support colleagues
- Group Leadership Team
- Link Group and partner colleagues
- External agencies and suppliers
- Volunteers, tenants, and customers (as relevant)

#### **ACCOUNTABILITY**

The Communications Officer (external) is accountable to the Communications Coordinator.

## PERSON SPECIFICATION

KNOWLEDGE	Essential	Desirable	Assessment Method
Knowledge of social media best practice and trends	✓		Application Form & Interview
Awareness of accessibility and inclusion in communications		✓	Application Form & Interview
Knowledge of website content management systems	✓		Application Form & Interview
Awareness of internal communications practices		✓	Application Form & Interview

EXPERIENCE	Essential	Desirable	Assessment Method
Experience working in a communications, PR or marketing role	✓		Application Form & Interview
Experience managing social media accounts for an organisation	✓		Application Form & Interview
Experience developing engaging stories and press releases	✓		Application Form & Interview
Experience designing or producing visual content (photography, video, graphics)	✓		Application Form & Interview
Experience updating and maintaining websites	✓		Application Form & Interview
Experience producing newsletters or similar publications	✓		Application Form & Interview
Experience working with internal or external stakeholders	✓		Application Form & Interview
Experience managing competing deadlines or projects	✓		Application Form & Interview
Experience supporting management of media enquiries or issues-based communications		✓	Application Form & Interview



SKILLS & ATTRIBUTES	Essential	Desirable	Assessment Method
Excellent writing and editing skills, with strong attention to detail	✓		Application Form & Interview
Ability to adapt tone, content and format to different audiences and platforms	✓		Application Form & Interview
Highly organised with strong time management and ability to manage multiple priorities	✓		Application Form & Interview
Self-motivated and able to take ownership of tasks and deliver them independently	✓		Interview
Good interpersonal and communication skills	✓		Application Form & Interview
A customer- and service-focused mindset	✓		Application Form & Interview
Competent in Microsoft applications such as Word, PowerPoint and Excel	✓		Application Form
Proficient in Adobe Creative Cloud applications (e.g., InDesign, Photoshop, Premiere Pro)		✓	Application Form & Interview



COMPETENCY MANAGEMENT FRAMEWORK	(ALL ESSENTIAL) ASSESSED AT INTERVIEW
<b>COMMUNICATION</b> Communicates ideas and information effectively, both verbally and in writing, ensuring messages are clear and understandable. Shares information openly and encourages a two-way dialogue. Use appropriate language and style that is both relevant to the situation and to the people being addressed.	
<b>CUSTOMER CENTRED APPROACH</b> Puts the person at the heart of the service and is able to understand both internal and external customers and service users' needs. Recognises that customers and service users are unique. Takes personal responsibility for securing the satisfaction and well-being of customers and service users. Shows perseverance and innovation in resolving problems. Encourages and maintains open, positive relationships with a wide range of people. Listens and communicates assertively to ensure mutual understanding.	
<b>SUSTAINABILITY AND INNOVATION</b> Constantly strives to evaluate, question, and improve how things are done to keep up with a changing external environment. Views improvement as a continuous process. Creatively explores and applies innovative approaches to improve the quality and delivery of services, and contributes to the sustainability of the organisation, balancing environmental, social, and economic factors. Values constructive feedback as a way to improve performance.	
<b>WORKING TOGETHER</b> Willingness to participate and contribute effectively to the team effort. Will put own interests aside when appropriate to meet the needs of the team.	
<b>LEADERSHIP</b> The ability to lead, inspire and encourage others to meet business objectives whilst providing a clear vision and sense of purpose in all activities. Actively participates and contribute towards Project Teams, Committees and other working groups. Is supportive of colleagues, including secondees, placements and new employees.	
<b>PERSONAL EFFECTIVENESS</b> Takes personal responsibility for making things happen and achieving results. Presents ideas clearly and persuasively. Willing to take responsibility in challenging circumstances or when things go wrong. The ability to recognise and control own emotions and to respond to situations objectively, even when under pressure. The self-confidence and flexibility to adapt own response to suit the needs of the situation or to respond flexibly depending on the other persons approach.	
<b>PROBLEM SOLVING AND REASONING</b> The ability to identify and resolve problems by gathering and analysing information from a range of sources and make informed and effective decisions. Draws appropriate conclusions and considers the consequences of these decisions. Willingness to participate and contribute effectively to the team effort. Will put own interests aside when appropriate to meet the needs of the team.	
<b>INFORMATION SYSTEMS</b> A functional understanding of Link's core information communication technology – including Microsoft Office, File Stream systems and department I.T systems. Ability to access and use personal computer software for effective communication and the management of information. Has a basic knowledge of PCs, including keyboard skills and will take active steps to update personal computer literacy skills and to support others when required.	

## SUMMARY TERMS AND CONDITIONS OF EMPLOYMENT

This is a summary of the general terms and conditions of employment of Link Group employees. Those quoted apply to full-time posts and part-time staff will be eligible to receive the same employment terms on a pro-rated basis. Employees on fixed term contracts are also eligible, subject to the restriction of their contract. An individual contract may determine additional terms particular to that appointment and employees should also refer to their own contract of employment.

Hours	35 hours per week, normally worked Monday to Friday, however flexible working arrangements will be considered.										
Contract	Permanent										
Location	Edinburgh										
Salary	<p>Salary will be dependent on skills and experience. Salaries are paid on the last Friday of each month.</p> <p>Progressing through the salary range will be determined by an assessment of individual performance against an agreed Job Plan and following a recommendation made to the Management Team at each performance year-end.</p> <p>An Inflation-Related Pay Award is normally awarded annually in April.</p>										
Annual Leave	Annual leave is equal to 35 days per year (including public holidays), rising to 40 days. Annual leave will be pro-rata for part-time staff.										
Pension	<p>Link is required by law to automatically enrol eligible employees to its pension scheme. Auto-enrolment rates from 1 April 2019 are:</p> <ul style="list-style-type: none"><li>•Link: 5% of basic salary</li><li>•Employee: 3% of basic salary</li></ul> <p>Employees can opt to increase their contributions:</p> <table><tr><td>Employee:</td><td>4%</td><td>5%</td><td>6%</td><td>7%</td></tr><tr><td>Link:</td><td>6%</td><td>7%</td><td>8%</td><td>9%</td></tr></table>	Employee:	4%	5%	6%	7%	Link:	6%	7%	8%	9%
Employee:	4%	5%	6%	7%							
Link:	6%	7%	8%	9%							



<b>Life Assurance</b>	Link provide a Death-in-Service Benefit Scheme [subject to eligibility], providing beneficiaries with up to the value of four times your annual salary.
<b>Travel</b>	Authorised out of pocket travel expenses are reimbursed. Business car miles rate is currently 45p per mile. Authorised passenger rate is currently 5p per mile.
<b>Flexible Working</b>	The Group and its subsidiary companies offer a flexible working arrangement [flexi-time].
<b>Probationary Period</b>	All new employees are required to complete a 6-month probationary period.
<b>Support and Supervision</b>	All staff will participate in our Performance Management System, which includes at least three formal Review Meetings with your line manager.
<b>Smoking</b>	All Link group offices operate a NO SMOKING POLICY. Dependant on your role, you may have to work with people who use our services where there could be an exposure to passive smoking.
<b>Health &amp; Safety</b>	Link promotes a healthy working environment and achieves this aim by supporting an active, staff-led Health and Safety Committee.
<b>Health Care Cash Plan</b>	A non-contributory Healthcare Cash plan scheme for employees and children under 18 years old. [Option to include partners]



## **Data Protection Information Sheet**

You have been asked to consent to Link processing your personal and sensitive data for legitimate purposes. This document will explain what this means.

### **What's the difference between personal data and sensitive data?**

Personal data is any information about an individual which could be used to identify them using the data, for example:

- Name
- Address
- Date of Birth
- Employee Reference Number
- National Insurance

Sensitive data is any data which could be used in a discriminatory way, for example:

- Racial or ethnic origin
- Political opinions
- Religious or similar beliefs
- Trade union membership
- Physical or mental health condition
- Sexual life
- Commission or alleged commission of offences

### **What is processing?**

The term “processing” covers every action associated with data, including;

- Obtaining
- Retrieving
- Altering
- Organising
- Sharing
- Deleting

### **In what circumstances might my personal or sensitive data be shared?**

Legally, Link must share your details with Her Majesty's Revenue and Customs, the Department of Work and Pensions and any relevant Regulatory Bodies. All staff members are auto-enrolled in the Link pension scheme and with Westfield Health.

A pre employment health check is conditional of your employment therefore you will be required to complete a pre employment medical questionnaire and send to our Occupational Health Providers.





If at some point during your employment you require an Occupational Health visit, Link will share details of your health as part of the referral.

Link will also use staff data for reporting purposes and providing statistical analysis, however in this instance information cannot be attributed to individual staff members

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