



Communications Worker

Key information

- **Role:** Communications Worker
- **Reporting to:** Communications and Influencing Lead
- **Location:** Hybrid with occasional travel across Scotland. Our co-working spaces are in Edinburgh and Glasgow.
- **Working pattern:** Part-time, 14 hours per week. (Full time at The Young Women's Movement is 28 hours per week. Evening and weekend work is sometimes required.)
- **Salary:** £23,575–26,500 pro-rata (all new employees start at the beginning of the banding structure). Actual salary £11,787.50–13,250.
- **Contract:** Fixed-term for 12 months (with possible extension dependent on funding)

Purpose

The Young Women's Movement is Scotland's national organisation for young women and girls' leadership and rights: working collectively, leading meaningful change and creating a more equal society. Young women are at the heart of everything we do. Our movement is informed, shaped and led by and for young women. For 100 years, we have been a collective force that has, and will continue to, change things for the better for all young women across Scotland.

We work directly with young women and girls to equip them to lead change on issues that matter to them and create safe spaces where they can gain confidence, knowledge and skills. We support young women to amplify their voices in their communities and in decision-making spaces.

Our Communications Worker will play a key role in the Communications team, delivering key communication outputs and supporting our campaigns and organisational objectives.

Key responsibilities

Digital communications

- Day-to-day management of our social media accounts to further the reach and impact of The Young Women's Movement, including drafting compelling copy, creating graphics and videos and scheduling and publishing posts.
- Support the development and delivery of young women-led, innovative, creative and high-performing digital output (with a focus on TikTok, LinkedIn and Instagram), helping to deliver organisational objectives such as sign-ups, fundraising, advocacy and activism.
- Community management across our digital channels, responding to messaging and queries from our key audiences.

- Capture photo and video content at The Young Women's Movement's events and delivery sessions with young women and girls, stakeholders and other audiences for use on our digital channels.
- Keep The Young Women's Movement website up-to-date with events, vacancies, opportunities, resources etc., ensuring new content on the site is uploaded in line with accessibility practices.
- Produce and send The Young Women's Movement's monthly newsletter using MailChimp.
- Support the development and delivery of campaigns and content to help deliver organisation objectives such as sign-ups, fundraising, advocacy and activism.
- Set up digital advertising on Meta, TikTok and other appropriate platforms as required, using best practice to drive results.
- Work with the Communications team to increase and strengthen supporter engagement across our digital channels.
- Monitor social media engagement and analytics across channels regularly and work with the Communications team to improve performance and engagement.
- Meet high standards of professional practice in digital media, ensuring that inclusion, accessibility and wellbeing underpin activities.
- Support the development and delivery of communications strategies and timelines from inception to delivery.

Design and branding

- Create visually appealing and on brand graphics via Canva and Adobe Photoshop for use on social media, web and in print.
- Transfer written reports and resources into Adobe InDesign to create visually appealing and on brand versions for print and web use.
- Work with other Young Women's Movement teams to ensure correct style, branding and accessibility guidelines are followed and implemented across all outputs and documents.

General duties

- Work collaboratively across the organisation, and where appropriate supporting colleagues in other teams, to collectively deliver the realisation of our strategic vision.
- Provide support to The Young Women's Movement team at organisational events.
- Stand in solidarity with other social movements, creating strong and meaningful relationships.
- Work within agreed budgets and resource allocations.
- Supporting on the management of our CRM system to ensure information is kept up to date.
- Supporting the Communications and Influencing Lead with press releases and press and media engagement as required.
- Managing relationships with freelancers and external parties where necessary.
- Complying with The Young Women's Movement's engagement procedures and practice including Health and Safety, Safeguarding and Data Protection.

Other

- Evening and weekend work as required

- Undertake any other reasonable duties that may arise.

Due to the nature of our work with children and young people, successful applicants will be required to undergo a disclosure check through the PVG Scheme.

Everyone who works at The Young Women's Movement:

- Has equality at the heart of everything they do.
- Takes a participatory approach to our work. We are for young women and by young women.
- Builds communities of friendship and support networks, finding joy in our collective actions and connections.
- Understands the impact of challenging inequality on those most affected by it. We lead with kindness and empathy, putting collective wellbeing at the core of our organisation.
- Delivers our work with integrity and are proud of the work we do.
- Is bold and brave. We do not shy away from challenging the status quo and taking radical steps to make gender equality a reality in Scotland.

Let's talk about you. You will already have or be working towards:

Knowledge & Understanding

- An understanding of intersectional feminism and how structural inequality impacts young women and girls, particularly those most marginalised.
- An understanding of social media trends and creating content for different audiences and platforms, with an ability to come up with engaging ways to utilise social media formats to share ideas, opportunities and information, and for campaigning and activism purposes.
- Knowledgeable about social media best practice with an awareness of digital accessibility, safeguarding and inclusion practices.
- An understanding of the issues facing young women and girls in Scotland.

Experience

- Experience of creating content for social media platforms (especially Instagram, TikTok and LinkedIn) for engagement.
- Experience of using and managing a variety of social media platforms (especially Instagram, TikTok and LinkedIn), including monitoring engagement and impact.
- Experience of producing digital newsletters and/or updating website content, specifically using Mailchimp in terms of design capability and monitoring analytics.
- An enthusiasm to work in communications in a campaigning organisation.
- Desirable: Experience of youth work and/or participatory approaches to working with young people.
- Desirable: Experience of working with external freelancers, agencies and/or volunteers.

Skills and competencies

- Ability to craft content to meet the needs of a range of audiences, including young women and girls.
- Good design skills, with an eye for visual design, storytelling and easy-to-understand content.

- Strong written communication skills with the ability to present complex issues clearly, persuasively, and accessibly for a wide range of audiences.
- Excellent organisational skills and attention to detail, with the ability to manage multiple priorities and meet deadlines in a fast-paced, values-led environment.
- Attention to detail and commitment to quality in digital content and communication.
- The ability to learn, understand and use new processes and software quickly.
- Digital competency and confidence using tools (e.g. Microsoft Teams, Google Drive, Zoom, Sprout Social, Canva, Adobe).
- Strong interpersonal and relationship-building skills, with the ability to work collaboratively with a range of partners, stakeholders, and young women.
- Familiarity with Adobe programmes, WordPress and/or Canva is desirable.

Other:

- Flexible and adaptable approach, with willingness to travel across Scotland when necessary.
- Commitment to personal development, reflective practice, and continuous learning.

Why you should want to work with us:

- We operate a 4-day working week which means full time is 28 hours.
- We are supportive of flexible working arrangements in addition to the 4-day week.
- Our annual leave entitlement is 28.5 days a year, including 6 public holidays.
- We offer an additional day of leave to celebrate your birthday.
- The organisation closes between Christmas and New Year, with no impact on your annual leave entitlement.
- We are committed to supporting staff development through training and coaching opportunities.
- We offer a range of enhanced feminist policies, including fertility, maternity and menopause support.
- We are a supportive, collaborative and feminist team and board.

Don't meet every single requirement?

Studies show that women and Black, Asian & Minority Ethnic people are less likely to apply for a job unless they meet every qualification¹. So, if you're excited about this role but your experience doesn't align perfectly with the job description, we'd love you to apply anyway. You might just be the perfect person for this role, or another role within The Young Women's Movement.

Recruitment process

The deadline for applications is **9am on Monday 4th August 2025**.

Please complete both The Young Women's Movement [Application Form](#) and Equal [Opportunities Form](#) on our website.

¹ [Why Women Don't Apply for Jobs Unless They're 100% Qualified](#)

Interviews will take place either in-person or online **on or around Monday 25th August**. Due to staff capacity and recruitment timescales the interview dates are fixed and it is unlikely that we will be able to accommodate requests for alternative interview dates.

If your application is successful in progressing to the interview stages, we will inform you no later than **5pm on Thursday 14th August**.

If you would like to discuss any accessibility requirements for the recruitment process or the role, please email hello@youngwomenscot.org and we will be happy to discuss.

