

JOB DESCRIPTION

JOB TITLE: Information and Content Officer - Support line

TEAM: Fundraising, Marketing and Communications

REPORTS TO: Communications Manager

SALARY: Band C £18,361 - £21,466 per annum (based off £30,602 - £35,778 FTE)

CONTRACT: Part-time, 21 hours per week based in our Edinburgh office.

Children First - Vision and Values

Children First is Scotland's national children's charity. We stand up for every child because all children should have a safe childhood. We protect children from harm and support them to recover from trauma and abuse through our national and local services. We help children, their families and the people that care for them by offering emotional, practical and financial support. We give children hope and a safer, brighter future.

Transforming the way that families across Scotland access whole family support is one of Children First's key strategic priorities for the next five years. Backed by Scottish Government investment we are doubling the size of our support line, which offers emotional, practical and financial help to families across the country. In the first year of growth, we aim to reach 7,500 more families across Scotland. By providing an accessible national front door to holistic family support services we will alleviate crisis, prevent harm, build long term stability and break the cycle of child poverty.

Our core values guide how each one of us works in our individual day to day job:

- With love, we put children first.
- With purpose, we transform children's lives together.
- With strength, we do whatever it takes to protect Scotland's children.

Diversity Equity and Inclusion

At Children First, we are committed to building a representative, inclusive and authentic workplace open to applications from all sections of society. We believe in the potential of everyone regardless of; sex, race, religion or belief, ethnic origin, ability, family structure, socio-economic background, age, nationality, marital status or civil partnership, sexual orientation, gender identity, or any other aspect that makes you who you are.

We envision a diverse and inclusive Children First where we cultivate a true sense of belonging and connection for and between our teams, children, young people, families, and communities we work with.

Further to that, as part of our vision to be an anti-racist organisation, we are committed to conscious inclusion to build increasingly diverse teams and emotionally safe work environments.

Role Summary

You will play a vital role in the expansion and delivery of our national support line service, which offers practical, financial and emotional support to families through phone calls, webchats, advice and information on our website and in their homes and communities across Scotland.

This is an exciting opportunity to take on a newly created role as the dedicated information and content officer for our national support line. Your role will be embedded within the support line service while being managed and supported by the wider Children First marketing and communications team.

Children First's national support line has a 25-year track record of providing expert life-changing support to families across Scotland.

As the support line's dedicated information and content officer you will play a vital role in this rapidly expanding team. You will proactively improve the support line content on the website and ensure articles and resources are clear, accessible and action focused and support families to navigate benefits, budgeting and employability pathways.

Your work will make a positive impact on families across Scotland by providing information to help them with challenges they may be facing bringing up children.

If you share our belief that Scotland can be a world leader in showing that children's lives can be free from poverty and other harm and are passionate about making it happen, we want to hear from you.

Key results areas

What success looks like in the role:

- Create helpful, clear and accessible resources and information for parents and carers for the support line section of the Children First website.
- Working collaboratively with colleagues and external subject matter experts, you'll translate complex information about support and services into clear, accessible and engaging communications for families.
- Update and manage website content using the CMS, ensuring information is accurate, accessible and up to date.

- Report on engagement and website conversion rates for the support line webpages to inform the development of this section of the Children First website.
- Drive forward organic social media activity promoting support line and new resources created for families most in need of support.
- Work collaboratively with the support line and wider communications and marketing team to develop engaging multimedia content, including video.
- Support children and families to safely and appropriately share their stories, following Children First's story-gathering, consent and safeguarding processes at all times.
- Use insight, learning and feedback to inform continuous improvement in communications activity.

What we're looking for

We're looking for a communications professional with a proactive, collaborative approach and commitment to our values.

You'll have previous experience in a similar communications role, excellent written and verbal communication skills and the ability to analyse and concisely summarise key information.

Strong organisational skills and attention to detail will be crucial to the role, along with excellent ICT skills and strong experience of creating website and social media content.

What You'll Get From Us

- A workplace with values of *with love, with purpose and with strength*
- 40 days annual leave, inclusive of bank holidays
- Pension scheme and wellbeing support
- Flexible and hybrid working arrangements
- Access to Westfield Health, giving colleagues and their families confidential counselling support, wellbeing resources, and access to health and lifestyle benefits to support physical and mental wellbeing.
- Blue Light card discount.
- A *Fair Work* accredited workplace.

Corporate Responsibility

- Be committed and adhere to Children First's vision, mission and values.
- Comply with Children First safeguarding policies and procedures.
- Comply with Children First code of conduct and any relevant professional standards relating to the role.
- Actively consider the involvement of children, young people and families with whom we work, in all areas of practice and to implement the Children First participation standards.

- Actively consider the involvement of volunteers in all areas of our work and to implement the Children First volunteer development policy.
- Observe all health and safety requirements.
- Work within and promote policies in relation to diversity equity and inclusion and anti-discriminatory practices.
- Undertake any other reasonably required duties as instructed by line manager or someone acting on their behalf, in addition to the role specific responsibilities detailed below.

Need to Have	Need to Show	Need to Know	Need to Be	Core Values
Previous experience in a similar communications role. Strong website and CMS skills. Strong social media skills. Excellent ICT skills and experience of Canva and creating video content. A professional qualification in communications is desirable but not essential.	Strong listening skills with the ability to discuss and support colleagues on sensitive or complex topics. Excellent written and verbal communication skills, including the ability to write clear and engaging copy for different audiences including website and social media. Excellent attention to detail. Ability to work both independently and collaboratively as part of a team with guidance where needed. Excellent organisational skills and ability to manage a varied workload and meet tight deadlines. Strong analytical skills with the ability to concisely summarise key information. Confident and able to form effective and credible	Awareness of current trends and developments in communications, particularly social media. Experience of the voluntary sector and knowledge of current social and political issues, particularly in relation to child protection and trauma are desirable but not essential. Knowledge and understanding of the range of challenges facing parents and carers today is desirable but not essential.	Take a flexible, can-do approach to work. Can work well under pressure to meet tight deadlines. Able to work occasional evening and weekends. A commitment to involving children, young people and families in our work.	Our core values guide how each one of us works in our individual day-to-day job and will be assessed at interview: • With love, we put children first. • With purpose, we transform children's lives together. • With strength, we do whatever it takes to protect Scotland's children.

	relationships with staff at all levels.			
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