CARERS TRUST

Maternity Cover: Communications and Campaigns Officer

Scotland

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Contract: Fixed term (12 months), full time contract.
Hours: 35 Hours per week (1 FTE), Monday-Friday, 9am-5pm. We are open to flexible working options.
Salary: £30,000 - £34,000
Location: Hybrid, anchored to the Glasgow Carers Trust office 1 day a week.

Why this role is pivotal to Carers Trust

The Communications and Campaigns Officer is pivotal to Carers Trust's work in Scotland, playing a key role in delivering effective communications and campaigns that raise awareness of unpaid carers and our work across the country. This broad role supports the development and delivery of engaging communications that generate support for unpaid carers, strengthen the profile of Carers Trust Scotland, and showcase the impact of our network of local carer organisations.

Working closely with colleagues across the organisation, including the UK Communications and Marketing Team, the postholder will help ensure that unpaid carer voice is at the heart of everything we do, amplifying the lived experiences of unpaid carers through our communications and campaigns. As maternity cover, the role is also essential in maintaining continuity and momentum across our communications and campaigning activity during a key period for the organisation.

In this role you will

- Collaborate with colleagues across Carers Trust - including working closely with our UK Communications and Marketing Team - to deliver effective communications and campaigns in Scotland in line with Carers Trust's strategic plans.
- Support the planning and delivery of annual campaigns, including Young Carers Action Day and parliamentary activities.
- Have a lead role in co-ordinating the day-to-day of Carers Trust Scotland's online/digital communications.
- 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.

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Main responsibilities *(not an exhaustive list)*

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 colleagues to 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.
- Support the planning, co-ordination and delivery of campaigns for key annual awareness events, including Young Carers Action Day, Carers Week and Carers Rights Day, as well as events in the Scottish Parliament. Work with colleagues, unpaid carers and local carer organisations to create engaging content, resources and activities that maximise reach and impact.
- Produce quality campaigning resources for local carer organisations and unpaid carers.

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Main responsibilities *(continued)*

Other responsibilities

- Promote and work towards Carers Trust's strategic aims and vision of a fairer world for unpaid carers.
- Actively participate in team meetings through creative activities designed to encourage team work and bonding.
- Be committed to safeguarding and promoting the welfare of children, young people and vulnerable adults.
- Work at all times within the values, policies and procedures of Carers Trust.
- Promote equality, diversity, inclusion and anti-racist practice across all aspects of the role.
- Undertake other duties commensurate with the level and purpose of the post.

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Our ideal candidate

If you meet most (but not all) of the below criteria, we still encourage you to apply.

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

Values and Behaviours

- Commitment to improving the lives of unpaid carers and putting carer voice at the heart of communications and campaigns.
- Commitment to co-design, equality, diversity and inclusion.
- Motivation to learn and develop, with flexibility to occasionally work outside normal office hours and travel when required.

Experience and Knowledge

- Experience in a communications, media, campaigning or awareness-raising role.
- Experience of working with stakeholders, including people with lived experience, to support communications and campaigning activity.
- Experience of working proactively with journalists, securing media coverage and delivering campaigns.
- Knowledge of the Scottish media landscape and contemporary communications techniques, tools and channels.

Skills and Abilities

- Excellent copywriting, proofreading and editing skills, with the ability to tailor content for different audiences.
- Ability to engage effectively with the media and communicate complex issues in an accessible way.
- Ability to create engaging content across social media, websites and digital campaigns, including video content.
- Experience using social media management, analytics and content creation tools.
- Strong planning and organisational skills, with the ability to prioritise work, maintain attention to detail and work effectively under pressure.
- Ability to build effective working relationships and collaborate with colleagues and stakeholders across teams, organisations and nations.

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Employee benefits

- 5% employer pension contribution
- 29.5 days annual leave (pro rata for part-time employees)
- We offer all staff the opportunity to work a nine day fortnight as standard (full time hours are worked over nine days instead of ten). We will also consider other flexible working requests in line with our flexible working policy
- Health cash plan
- Carer's leave
- Enhanced family-friendly benefits, including maternity, adoption and paternity leave
- Volunteering leave

Equal opportunities

As an equal opportunities' employer, Carers Trust is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join Carers Trust.
Find out more about Working for Carers Trust

How to apply

Applications are to be submitted through the Carers Trust recruitment portal, please upload your CV and a supporting statement setting out how your skills and experience match the criteria for this role.

We are committed to inclusive recruitment and welcome requests for reasonable adjustments at any stage of the process. As part of this commitment, all shortlisted candidates will receive the interview questions, task and guidance by email in advance of their interview.

For an informal conversation or any questions about the role please contact recruitment@carers.org

- **Application deadline:** Wednesday 11th November 2026
- **Expected 1st interview date:** W/c Monday 23rd November 2026

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