



Job Description

Communications Officer

Hours per week: Part-Time (21 Hours) hours worked to be agreed with Line Manager

Contract type: Permanent

Location: Glasgow

Reports to: Communications & Public Affairs Manager

Line Management Responsibility: No

Financial Accountability: Low

Job Summary

We are looking for a dedicated Communications Officer to join our team. We are seeking an enthusiastic and creative communicator, who can bring to life the work of includem through sharing stories internally and raising the external profile of our work and mission through various communications campaigns.

You will report to our Communications & Public Affairs Manager and support them in developing and delivering includem's communications, marketing, media and public affairs strategies and work. Engaging with our service teams across Scotland and where appropriate, children, young people and families supported by includem.

Working in small team, you will be someone who doesn't mind 'rolling up their sleeves' and can adapt quickly to change. You will be a team player, self-motivated and able to use your own initiative and eagerness to develop your skills. As our Communications Officer you will have excellent organisational and planning skills and a high level of verbal and written communications skills.



Key Responsibilities

The Communications Officer will be responsible for a range of activities:

Communications & Marketing

- Engage with colleagues across the organisation to develop communication plans for service promotion and support.
- Support colleagues with the implementation of our brand, acting as a Brand Champion for the organisation.
- Author or edit stories and content for our internal newsletter to inspire, motivate and inform colleagues.
- Engaging with our services teams and our Impact & Information Manager to develop engaging and persuasive written and visual content, including spotlights (our term for case studies), success stories, testimonial and more that communicate the value of includem's work.
- Proactively identify, initiate, and manage ideas for PR.
- Support the organisation in the creation of marketing materials through the use of the Adobe Creative Suite, Canva and other platforms.
- Lead on the administration of shared inboxes and other identified documents.
- Any other comms and marketing tasks as set by the Communications & Public Affairs Manager.

Campaigns

- Work closely with our Policy & Public Affairs Officer to support the development and delivery of impactful and successful campaigns – including the production of high quality materials and organising campaign activities.
- Support the development and delivery of campaigns to support our programme of work in Scotland including our services and projects.
- Support the development of resources and materials for distribution to the children, young people and families includem supports.
- Support the delivery of includem stakeholder engagement events across Scotland.
- Any other campaigns tasks as set by the Communications & Public Affairs Manager.

Press & Media

- Proactively identify, initiate, and manage ideas for PR, and approach and brief broadcasters, journalists, and feature-writers building a network of contacts.
- Monitor news outlets, consumer and other relevant media agencies to identify potential public affairs and PR opportunities and make use of the PressReader platform.
- Act as a spokesperson, writing press releases and articles highlighting the work of includem.
- Responds to press and media enquiries following internal processes.
- Work with our Youth Inspire Group, and children, young people and families (where appropriate) to share their experiences through the Scottish Media.



- Any other press and media tasks as identified by the Communications & Public Affairs Manager.

Additional Information

- Keep up to date with communications and marketing practices and innovations.
- Travel to our services across Scotland, you may be asked to work outside office hours and weekends as agreed by the Communications & Public Affairs Manager.
- Maintain confidentiality at all times.
- Adhere to relevant legal and statutory requirements and organisational policies.
- The successful candidate will be given a company mobile and Macbook for this role.
- Having a driving license and access to a car is desirable but not essential.
- Successful candidates will be subject to Disclosure Scotland Checks.
- You must be legally entitled to work in the UK.



Person Specification

Category	Essential Job Requirements	Desirable Job Requirements	Method of Assessment
Technical Skills, Knowledge, and Experience	<ul style="list-style-type: none"> • Fluent in the English language • Experience in a communications, media or awareness raising role • Experience of supporting campaign activity, including producing materials and organisation activities • Experience of working with the Scottish Media and speaking on behalf of an organisation • Excellent written communication skills with the ability to copywrite creatively, sensitively and with attention to detail • Experience of using Microsoft suite (including Sharepoint), Adobe Creative Suite, Canva and other platforms such as Hootsuite 	<ul style="list-style-type: none"> • Experience of engaging with a range of stakeholders (e.g. Councillors, MSPs, MPs, the media and more) • An understanding of the current policy and social issues relating to the social care sector; children and young people; youth justice; poverty; the charity sector • Knowledge of the media and a good range of current media contacts (national, regional and broadcast) 	<p>Application process</p> <p>Group stage interview</p> <p>Individual interview</p>



Education / Qualifications	<ul style="list-style-type: none"> You will be educated to SCQF Level 7 or have relevant skills and experience in working in a relevant and related sector. 	<ul style="list-style-type: none"> Relevant skills & experience in journalism/marketing or communications 	Application process Group stage interview Individual interview
Other Requirements	<ul style="list-style-type: none"> Excellent written and verbal communications Ability to analyse; interpret and distil complex information for a range of audiences Creativity, problem solving and excellent active listening skills. The ability to maintain professional relationships; even under pressure A team player who is ready to support the wider organisation as required Ability to work to tight deadlines, knowing how to prioritise and manage your own workload 	<ul style="list-style-type: none"> Confidence and initiative to build relationships with key stakeholders and includem colleagues 	Application process Group stage interview Individual interview

Acknowledgement:

This job description is an overview of the duties, responsibilities, and requirements of the position. You may be required to perform other duties throughout your employment at the reasonable request of your line manager.

I acknowledge that I have read and understood the job requirements, responsibilities, and expectations outlined in the job description.



Employee Name		Employee Signature		Date	
Line Manager Name		Line Manager Signature		Date	