



Communications & Public Affairs Officer

Job Description

Hours & Work Pattern: Full Time, 35 hours per week

Location: Head Office based in Glasgow (working from home for the foreseeable, following government guidelines)

Reports to: Marketing & Communications Manager

Salary: £26,692 to £28,124

Role Purpose

The Communications & Public Affairs Officer will have responsibility for supporting the Marketing & Communications Manager in developing and delivering includem's public affairs, media, marketing, and communication programme raising awareness of the organisation with a wide range of stakeholders.

Includem's communications function sits within the Development Team which includes strategy, fundraising, business development and contract management. You will work closely with the wider team to ensure their work is effectively communicated to internal and external audiences. You will engage with the wider includem workforce on a regular basis.

Responsible for a variety of tasks supporting our internal and external communications, collate information, write and disseminate material for a range of audiences using a variety of mediums and help to coordinate stakeholder engagement.

To succeed in this role, you need to be passionate, think creatively, work independently and as part of a team, and have excellent communication, interpersonal and digital skills.

Main Duties & Responsibilities

The Communications & Public Affairs Officer will be responsible for a range of activities including the following:

- Supporting the Marketing & Communications Manager in delivering the organisations communications & marketing strategies.
- Engage with a range of stakeholders including elected representatives and media to increase the profile of the organisation working alongside the wider Development Team.
- Work closely with colleagues across the organisation to identify and produce news stories and case studies for press, website, funding reports, and service contract reports.



- Proactively identify, initiate, and manage ideas for PR and approach and brief broadcasters, journalists and feature-writers building a network of contacts.
- Source and generate content for includem's social media accounts and website.
- Draft press releases, commission and contribute articles and provide high quality copy for a range of audiences.
- Monitor news outlets, consumer, PR and other relevant media agendas and identify PR opportunities. Develop PR media messaging that is consistent with wider organisational positioning, promotes our brand and speaks clearly to key audiences.
- Track and report back on media coverage through internal communications.
- Support the Charity's marketing activity as required.
- Support the delivery of includem stakeholder engagement events across Scotland.
- Identify and attend relevant conferences, events and meetings.
- Help build and maintain includem brand reputation, acting as a brand champion, ensuring consistent branding is used.
- Support the wider Development Team as needed, for example, in the writing of bids, tenders, funding applications and policy submissions.
- Required to work occasional evenings and weekends, as agreed with your line manager
- Any other task as identified by the Marketing & Communications Manager.

Additional Information

- Having a driving license and access to a car is desirable but not essential
- The successful candidate will be subject to a Disclosure Scotland Check



Person Specification & Requirements

Knowledge & Experience	
Essential	Desirable
Experience of supporting organisational communications and public affairs in a similar role.	Experience of engaging with a range of stakeholders including Councillors, MSPs, MPs and more. Experience of supporting a marketing function.
Experience of working in either a media, PR or political environment.	Knowledge and experience of the political system.
Experience of writing for different mediums and audiences e.g. press releases, social media, website, blogs, comment pieces etc.	Knowledge of the media and a good range of current media contacts (national, regional and broadcast).
Have expertise in using social media and digital channels to engage audiences.	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.
	Experience of using Microsoft programmes and of social media and digital channels to engage audiences.
Skills	
Essential	Desirable
Excellent written communications.	Confidence and initiative to build relationships with elected representatives key stakeholders including includem colleagues.
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 Development Team and the wider organisation when required.	
Ability to work to tight deadlines, knowing how to prioritise and manage your own workload.	
Qualifications	
Educated to Further Education level OR equivalent experience working in a relevant and related sector.	Qualification in journalism/marketing or communications.

