



Job Description

Communications & Engagement Officer

Hours & Work Pattern: 35 hours per week

Location: Glasgow

Reports to: Communications & Public Affairs Manager

Direct Reports: None

Financial Accountability: Low

Salary: £30,036

Holiday Entitlement: 28 days annual leave and 9 public holidays rising to 31 days on tenure

Role Purpose

We are looking for an enthusiastic and creative communicator, who can bring news about the work of includem to life, sharing stories internally and raising the external profile of our work and mission.

We are looking for a dedicated Communications & Engagement Officer to join our team. 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 teams across Scotland.

Working in a team of three, 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 & Engagement Officer you will have excellent organisational and planning skills and high level of verbal and written communications skills.

Key Responsibilities

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

Internal Comms

- 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.
- Edit and maintain other internal documents such as our Services Manual, Public Affairs Directory and more.



- Take responsibility to maintain and develop our Sharepoint-based intranet – includem HUB- including posting news, updates, events and resources.
- Engage with colleagues to plan, shoot and edit videos for awareness of includem updates both internally and externally.
- Use Adobe Creative Suite, Canva and the Microsoft suite to design materials for internal comms.
- Lead on the administration of shared inboxes and other identified documents.
- Any other comms tasks as set by the Communications & Public Affairs Manager.

Marketing

- Engaging with our services teams, 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.
- Create engaging and optimised content for our social media channels, developing our engagement and reach across our platforms to drive engagement and awareness of our work.
- Support the Communications & Public Affairs Manager with the management of the includem website, including the writing and editing copy and publishing articles, maintaining and updating webpages as necessary.
- 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.
- Any other marketing tasks as set by the Communications & Public Affairs Manager.

Public Affairs

- Spot and create social media responses to breaking announcements as part of our public affairs work, supported by the guidance of the Policy & Public Affairs Officer.
- Support the delivery of our policy and campaigning strategy through engaging comms and marketing support.
- Support the delivery of includem stakeholder engagement events across Scotland.
- Any other public affairs 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.
- 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 & Requirements

Knowledge & Experience	
Essential	Desirable
Fluent in the English language	Experience of engaging with a range of stakeholders (e.g. Councillors, MSPs, MPs, the media and more).
Experience of supporting organisational communications and/or public affairs in a similar role.	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 social media and digital channels to engage audiences.	Knowledge of the media and a good range of current media contacts (national, regional and broadcast).
Excellent written communication skills with the ability to copywrite creatively, sensitively and with attention to detail.	Experience of campaigns.
Experience of filming and editing videos to a professional standard.	
Experience of using Mac OS.	
Experience of using Microsoft suite (including Sharepoint), Adobe Creative Suite, Canva and other platforms such as Hootsuite.	
Skills	
Essential	Desirable
Excellent written and verbal communications.	Confidence and initiative to build relationships with 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 wider organisation as required.	
Ability to work to tight deadlines, knowing how to prioritise and manage your own workload.	
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.	Relevant skills & experience in journalism/marketing or communications.

Key Dates

- Recruitment Closes: **20th June 2024**
- Interviews will take place in person at our Glasgow Office throughout this period.
- An interview task will be set and will count towards the overall interview scores. Candidates will be given advance notice of this task before their interview.
- If you'd like to discuss this role further, please contact our HR team to arrange a call with our Communications & Public Affairs Manager.