

JOB DESCRIPTION

Job Title:	Communications and Digital Media Officer
Salary:	£22,533 - £26,826 per annum (pro rata)
Hours:	21 hours/week
Notice period:	One month
Based at:	Glasgow (City Centre) (with some travel throughout Scotland; occasional overnights away from home)
Reports to:	Communications and PR Manager
Direct Reports:	None

Job Purpose

To support the Communications and PR Manager, the Communications Officer and wider staff team in the delivery of effective Trust communications and public relations activities.

Key Responsibilities and Accountabilities

- Increase public and stakeholder awareness of the work and impact of the Trust through digital and other channels. This will include:
 - Creating content for the Trust's website
 - Supporting content management of the Trust's website
 - Supporting an engaging social media presence, keeping abreast of new platforms
 - Supporting development and project management of Trust films
 - Supporting media engagement (writing media releases, communicating with journalists)
- Develop and support digital communication resources for the Trust, including personal stories, quotes, images and audio visual content.
- Support production of Trust published information, including e-bulletins, reports and briefings.
- Support implementation of Trust events and attendance at external events, assisting the Communications Officer.

- Liaise with Trust-funded organisations to provide communication and PR guidance and advice.

PERSON SPECIFICATION

Education and Experience: Essential

- Educated to degree level or equivalent in a relevant subject
- Experience of working in a communications role or supporting communications and PR activity

Education and Experience: Desirable

- A relevant qualification in communications or PR
- Experience of video/film production
- Experience of the voluntary sector

Skills and Competencies: Essential

- An understanding of the Trust's beneficiary groups, or an ability and willingness to develop this
- Exemplary written and oral communication skills and an ability to engage with people in interactive and creative ways
- Ability to multi-task and work efficiently, supporting multiple teams
- Reflective and analytical skills, with the ability to find, absorb, and summarise complex information, often to short timescales
- Creativity
- A positive "can-do" attitude and ability to anticipate problems and proactively suggest/find solutions
- Proficient computer literacy, including the ability to use MS office
- Ability to use digital communications and platforms effectively
- Ability to use communications software
- Team working skills
- Ability to pursue professional excellence, learning and continuous improvement.
- Sound organisational, planning and time management skills, including ability to prioritise and manage work load to meet deadlines
- Systematic attention to detail and accuracy

Other Skills and Competencies: Essential

- Flexibility and ability to adjust to change
- An understanding of finance and resource issues, value for money and cost-effectiveness
- An understanding of and commitment to equal opportunities, non-discrimination and accessibility
- Ability to protect the health and safety of self and colleagues