

## Senior Communications Officer

### Job summary

<b>Salary/Grade:</b>	£36,585 – £41,834/Grade B2
<b>Job Title:</b>	Senior Communications Officer
<b>Department:</b>	Policy, Improvement & Engagement
<b>Reports to:</b>	Communications Manager
<b>Reportees:</b>	None
<b>Location:</b>	Offered on a hybrid working arrangement with an office based in Livingston
<b>Hours:</b>	35 hours per week Happy to talk flexible working
<b>Employment Type:</b>	Permanent

### About ILF Scotland

ILF Scotland is a Non-Departmental Public Body (NDPB) constituted as a company limited by guarantee. It was created following the closure of the UK ILF in June 2015 and has been administering ILF funding for existing fund recipients in Scotland and Northern Ireland since 1 July 2015. The purpose of this funding is to enable independent living for disabled people, giving recipients control, choice and dignity. In late 2017, the Transition Fund (TF) was launched after major co-production, to support young disabled people between 16-25 in the transition after leaving school or children's services to be more independent, more active and engaged in their community, and to build and maintain relationships with other people.



ILF Scotland currently distributes annual funding through the Independent Living Fund and Transition Fund (TF) of approximately £55m alongside revenue budget of approximately £4M totalling around £60 million to support individual recipients lead independent lives. The organisation consists of a staff team of around 78 people, who provide independent living support for over 8,000 current fund recipients per annum split between the 2015 Fund (2,300) and Transition Fund (6,000).

This is an exciting time to be part of ILF Scotland's team following the recent re-opening of the Independent Living Fund, which will increase the number of disabled people who will receive additional funding to help achieve their independent living outcomes.

The organisation is fully funded by and accountable to, Scottish and Northern Ireland Government Ministers via a Board of Directors. Directors are appointed by Scottish Ministers in-line with the Scottish Public Appointments process.

As a values-based organisation, ILF Scotland takes a values led approach to legislative compliance where people and relationship building are a key focus.

## **Job Purpose**

To work with the Communications Manager in the delivery of ILF Scotland's communications and engagement strategies and work plans.

## **Main duties**

### **Public Relations**

**35%**

Lead on the drafting of press releases, articles, and content, for a wide variety of media channels. Oversight is provided by the Communications Manager, however the postholder is fully responsible for quality and accuracy of copy and content.

Develop relationships with journalists and answering straight forward queries and enquiries. Escalating complex or sensitive matters to the Communications Manager or to the Director of Policy, Improvement and Engagement / Senior Management Team in the Communications Manager's absence.

Support the Communications Manager in the delivery of any crisis communications if required and to deputise in their absence.

Monitor media coverage and disseminate any information to the Communications Manager. Undertake research and investigation work and make recommendations for improving coverage. Maintain a library of press cuttings which is easily accessed.

Update and maintain ILF Scotland's media contacts database.

Produce, maintain and manage a bank of relevant case studies, personal stories and lived experiences, relating to the impact of ILF Scotland for recipients of the fund, to support the communications and engagement strategy. This includes visiting recipients to extrapolate their stories.

Create and edit photography and videography for case studies and communications campaigns or liaise with the contracted external agency to create these assets.

Produce assets for ILF Scotland's communications channels, such as graphics and podcasts or liaise with the contracted external agency to create these.

Support the Communications Manager in the successful delivery of ILF Scotland's PR and communications campaigns.

## **Digital Communications**

**20%**

Lead/contribute to the creative development of the use of social media, in line with the communications and engagement strategy, including the production of content calendars, plans and asset logs.

Contribute to the collation and analysis of social media data and trends, making recommendations for improvement for future campaigns to the Communications Manager using social media analytics platforms, such as Hootsuite, etc.

Lead/contribute to the development and maintenance of the ILF Scotland website and blog platform, ensuring information is accurate and rewriting copy when required, as well as producing new copy with a good working knowledge of website hosting platforms, such as WordPress and Umbraco.

Provide analysis of data for the website using Google Analytics.

## **Marketing**

**35%**

Lead on the development of all ILF Scotland corporate marketing documents and publications.

Write and maintain all publicity materials for events, conferences, and workshops.

Lead on the development and delivery of a bi-annual newsletter for dissemination to key stakeholders.

Work with the Communications Manager in the creation and delivery of key corporate documentation and publications, such as the annual report.

Work closely with internal and external stakeholders to ensure correct branding and accessibility guidelines are followed and implemented for any corporate documents, publications, and marketing activity.

Lead on the delivery of marketing mailouts and campaigns using online platforms, such as Mailchimp and Campaign Monitor.

Lead on the development and delivery of publications in alternative formats, e.g. easyread and other languages, working with external suppliers where this is required.

Lead on the development and delivery of focus groups across a wide geographic area to obtain feedback and data on our communication approach to enhance and improve impact and method of delivery.

## **Internal Communications**

**5%**

Lead/contribute on the development and promotion of ILF Scotland's internal communications channels, such as the monthly staff e-bulletin and Yammer.

Work closely with the Senior HR Manager and the Privacy and Improvement Manager to identify and implement improvements to the organisation's approach to internal communications following the yearly staff survey.

Lead on the development and implementation of any internal communications campaigns for staff.

Deliver staff training sessions, e.g. accessible communications.

Be the Communications representative on any internal working groups.

**Other**

**5%**

Identify and apply for organisational awards. Work with internal managers to ensure applications are of a high quality.

Provide additional support to the rest of the Communications Team, if required, for any large- scale events.

Undertake any other appropriate duties as expected or requested by the Communications Manager and that are consistent with the aims of ILF Scotland.

**Problem Solving**

The post holder is required to gather and analyse information and data to draft documentation. They will discuss issues with a range of managers and present solutions.

Communication with journalists and other key internal and external stakeholders will be within a defined framework with the post-holder deciding when to answer questions or to escalate.

The post holder is required to analyse, research and interpret trends and data, presenting findings to the Communications Manager.

**Autonomy**

The post holder works closely with the Communication Manager who establishes the framework and objectives of the post holder. Guidance is readily available, however, the post holder is expected to independently achieve their own objectives and tasks as they see fit.

The post holder will work with internal and external parties independently to achieve set tasks.

## **Decision Making**

The post holder will decide on the research and data required to draft documentation/copy and will justify their decisions as required.

The post holder will draft the questions and format for a focus group recommending demographic populations and key stakeholders to attend.

The post holder will decide on content of publicity materials across the organisation.

The post holder will make decisions, develop and maintain copy for the website.

## **Impact**

The postholder is responsible for developing strong relationships with journalists and other key internal and external stakeholders. If this is not established, the organisation's reputation and ability to ensure that their messages are published is significantly impacted.

Inaccurate or poor drafting could cause embarrassment.

## **Knowledge, Skills, and Experience**

Educated to at least SCQF level 10 in a relevant subject OR have significant and demonstrable alternative professional experience of between 4-5 years.

Exceptional written, verbal, and interpersonal communication skills. Excellent marketing and communications skills with a strong knowledge of PR, digital communications and engagement.

Excellent project management and organisational skills. Ability to manage multiple projects, develop good collaborative relations and coordinate with internal and external stakeholders at all levels.

Ability to build positive relationships with internal and external stakeholders at all levels.

Experience of supporting the delivery of communications campaigns, delivering key publications in a range of formats (print and digital) for a wide range of audiences and channels.

Experience of producing communication products to a high standard and providing realistic and insightful advice to senior managers.

Ability to use the most effective channels and technologies available to maximum advantage. You will be adept in utilising diverse methods of communication, including websites and social media.

Knowledge and experience of using social media and website analytics tools, such as Hootsuite and Google Analytics.

Knowledge and experience of using backend website hosting platforms, such as Wordpress, Umbraco, etc.

Knowledge and experience of using marketing tools, such as Canva, Adobe creative suite, Mailchimp, Campaign Monitor, as well as Microsoft Office.

Experience of undertaking and editing photography and videography for communications campaigns would be advantageous.

Previous experience of working in the Health and Social Care or Public Sector would be advantageous.

Awareness of ILF Scotland policies and procedures (training provided)

Awareness of equality and diversity issues, in particular disability (training provided)