

Independent Living Fund Scotland

Communications Officer

Job summary

Salary/Grade:	Grade B1 - £29,102 - £31,941
Job Title:	Communications Officer
Department:	Policy and Engagement
Reports to:	Communications Manager
Reportees:	None
Location:	Hybrid working arrangements and happy to talk flexible working
Employment Type:	Permanent

Overview

ILF Scotland is a Non-Departmental Scottish 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 Scottish ILF funding for existing fund recipients in Scotland and Northern Ireland since 1st July 2015.

ILF Scotland distributes annual funding of approximately £55m to support individual recipients to lead independent lives. The organisation consists of a staff team of around 66, who provide award management services for approximately 8,000 current fund recipients split between the 2015 Fund and Transition Fund.

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 Summary

To support the Communications Manager and wider team in the delivery of the communications and engagement strategy and work plans for ILF Scotland.

Main duties:

Public Relations/Content Creation

40%

- To draft press releases, thought leadership articles and content for a wide variety of media channels. Oversight is provided by the Communications Manager, however the postholder is responsible for quality and accuracy of copy and content.
- To provide support to the Communications Manager in the production of media statements and briefings.
- To develop relationships with journalists and answering straight forward queries and enquiries. Escalating complex and / or sensitive matters to the Communications Manager as appropriate.
- To 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 are easily accessed.

- To update and maintain ILF Scotland's media contacts database.
- To 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 strategy. This includes visiting recipients to extrapolate their stories.
- To create and edit photography and videography for case studies and communications campaigns or liaise with the contracted external agency to create these assets.
- To produce assets for ILF Scotland's communications channels, such as graphics and podcasts, and / or liaise with the contracted external agency to create these.

Marketing/Publications

40%

- To develop and edit all ILF Scotland marketing documents and publications, ensuring they meet all organisational branding and accessibility guidelines.
- To write and maintain all publicity materials for events, conferences, and workshops.
- To contribute to the development and delivery of a bi-annual newsletter for dissemination to key stakeholders.
- To work with the Communications Manager in the creation and delivery of key corporate documentation, such as the annual report.
- To create email marketing campaigns for dissemination to key stakeholders using Mailchimp and Campaign Monitor.

- To work closely with colleagues to ensure correct formatting, style, branding, and accessibility guidelines are followed and implemented by other staff members for any organisational documents they may be developing, e.g. policies.

Digital Communications

10%

- To support the Senior Communications Officer in the development of social media content, in line with the communications strategy.
- To support the Senior Communications Officer in the development and maintenance of the ILF Scotland website.

Other

10%

- To identify and apply for organisational awards. Working with internal managers to ensure applications are of a high quality.
- To provide support to the Communications Manager and the wider Communications Team at high profile, large organisational events.
- To 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 key stakeholders will be within a defined framework with the post holder deciding when to answer questions directly or to escalate.

The post holder is required to analyse, research and interpret trends and data, presenting findings to other colleagues.

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 content required to draft documentation / copy and will provide rationale in relation to their decisions as required.

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

Impact

The post holder is responsible for developing strong and collaborative relationships with journalists, media etc. 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 of copy by the post holder could cause embarrassment.

Experience, Skills and Knowledge Required:

- Educated to at least SCQF level 10 in a relevant subject OR have significant and demonstrable alternative professional experience of between 3-5 years.
- Exceptional written, verbal, and interpersonal communication skills.
- Excellent marketing and communications skills with knowledge and experience of Public Relations and content creation.
- Experience of supporting the delivery of communications campaigns, delivering key publications in a range of formats (print and digital), for a diverse range of audiences and wide selection of channels.
- Experience of producing communication products to a high standard and providing realistic and insightful advice to managers.
- Ability to develop good collaborative relations and coordinate with internal and external stakeholders at all levels.
- Ability to use the most effective channels and technologies available to maximum advantage. You will also be adept in utilising diverse methods of communication, including websites and social media.
- 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.