**JOB DESCRIPTION** **AND PERSON SPECIFICATION**

|  |  |
| --- | --- |
| **Job Title**  |  Communications Worker |
| **Accountable to**  | Communications Officer |
| **Salary**  | £26,380 - £28,064 |
| **Working Hours**  |  35 hrs per week |
| **Term**  | Permanent, subject to continued funding   |
| **Area covered**  | Scotland  |
| **Special conditions** | The post holder must be able and willing to work from home. During the course of duties, you will be required to attend, or work from, the Glasgow office from time to time e.g. for the purposes of attending meetings, briefings or training. In addition, a home worker may be required, on reasonable notice by SDF, to work from the office during key points as required by the needs of the organisation.  |

**ABOUT SCOTTISH DRUGS FORUM**

Scottish Drugs Forum (SDF) improves Scotland’s approach to drug-related issues.

Established in 1986, SDF is a membership-based organisation and a registered charity.

SDF works with policy makers, service planners and commissioners, service managers and staff as well as people who use or have used services to ensure service quality and evidence-based policy and practice.

**ABOUT THE ROLE**

This post offers key support to SDF’s communications activities as part of a small, dedicated communication team.

The post involves the production of regular communications to SDF members and other stakeholders including a mailing list of almost 4000 contacts. The post also includes regular posting and engagement with social media; updating SDF’s online presence via websites and online directories; the production of video and still photography resources; support in marketing and delivering events including a programme of national conferences and webinars. The post also supports the production of SDF resources, recruitment of volunteer, trainee and permanent staff.

This post involves engaging and personally communicating with a range of stakeholders including people who develop policy; people who design, commission, manage and deliver services for people who use drugs as well as people with lived and living experience of a drug problem. It also involves contributing to the design and production of communications and resources for this variety of audiences.

This post demands the timely delivery of high-quality finished products against agreed timelines.

**KEY TASKS**

1. **Social Media Management**

Schedule social media posts using Buffer.

Regularly update Instagram bio links using Later.com.

Monitor and manage interactions such as messages, comments, and re-posts.

1. **Newsletter Creation**

Collect text for SDF newsletter.

Compile own and provided text and format the newsletter in Mailchimp.

Send test emails for proofing and schedule the final version.

1. **Email Campaigns**

Assist in creating emails campaigns via Mailchimp.

Proofread final copy of emailed communication

Distribute communications via Mailchimp.

Update text and graphics in Mailchimp for various email campaigns.

Maintain up-to-date email contacts.

1. **Event Support**

Assist in planning and marketing events.

Design visuals and promotional materials.

Set up event pages and manage event communications.

Record audio and visual records of SDF events/ conferences

1. **Resource Development**

Create still photograph, video and audio resources.

Edit video and audio resources – podcasts, webinar and event recordings.

1. **Website Updates**

Upload documents to the SDF website after proofreading final copy.

Create news pieces with provided text and images.

1. **Recruitment Support**

Create brand appropriate graphics for job roles and share them on social media.

1. **Celebration Days**

Coordinate with teams to plan and execute celebration day activities.

Create supporting materials such as news pieces, videos, and graphics.

1. **Media**

Monitor and produce regular internal report on SDF media presence.

Proofread final copy of media releases and statements.

Set up and distribute media releases with provided text .

**KEY SKILLS**

1. **Communication**

Strong written and verbal communication skills.

Ability to communicate verbally and in writing with a range of stakeholders.

Ability to proofread and edit content for clarity and accuracy.

1. **Social Media Proficiency**

Familiarity with social media platforms and tools like Buffer and Later.com.

Ability to manage interactions and engage with the audience effectively.

1. **Technical Skills**

Basic knowledge of Mailchimp for email marketing.

Ability to update website content and manage simple website tasks.

1. **Design Skills**

Basic graphic design skills for creating social media graphics and promotional materials.

Familiarity with Adobe Creative Suite.

Willingness to develop design skills further.

1. **Organisational Skills**

Ability to manage multiple tasks and prioritise effectively.

Attention to detail and strong organisational skills.

1. **Audio-visual skills**

Ability to create and edit audio and video resources.

1. **Event Coordination**

Basic understanding of event planning and marketing.

Ability to assist in the coordination and execution of on-line and face-to-face events.

1. **Team Collaboration**

Ability to work well within a team and communicate effectively with colleagues with a range of roles and backgrounds.

Willingness to support team members and take on additional tasks as needed.

1. **Adaptability**

Willingness to learn new skills and adapt to changing tasks and responsibilities.

Ability to work in a fast-paced environment and manage deadlines.

**Responsibilities:**

* Delivery of products and completion of activity to a high standard, within timelines.
* All activities and materials meet with SDF standards and any relevant policies
* Represent SDF in a professional manner
* Develop and maintain positive working relationships with SDF colleagues
* Maintain positive working relationships with SDF stakeholders
* Contribution to the delivery of the Communication workplan
* Contribute to reporting on the work of the Communications Team
* Support the day-to-day activity of the Communications Team
* Promote and maintain SDF’s public role and values.
* Maintain and develop your knowledge and skills base in order to deliver and develop your role

**OTHER TASKS**

1.  Support the aims and objectives of the Scottish Drugs Forum anddemonstrate understanding of, and active commitment to, the ethos and objectives of SDF.  This will involve a partnership approach that supports communication, membership activities such as policy consultations, seminars and internal working groups.

2.  Adhere to all internal and external SDF policies, procedures, systems and guidelines and to contribute constructively, as required to their ongoing development.

3.  Maintain positive and constructive working relationships and work collaboratively with all members of your immediate team and the wider SDF team, to ensure that all staff are kept up to date with all relevant issues and developments.

4.  Establish and maintain good external relationships with SDF stakeholders.

5.  Actively participate in supervision, appraisals and team meetings and accept responsibility for identifying and meeting continual professional development and training needs as part of an ongoing process.

 6.  To undertake other duties relevant to the post and on occasion wider duties pertinent to SDF’s strategic objectives and appropriate to the seniority of the post.

7.  Maintain confidentiality, as appropriate, with sensitive or privileged information, including day-to-day observance of Data Protection guidelines

8. Secure premises, including setting alarm, as necessary.

9.  Have regard for your own personal health and safety and that of those around you.

*This job description is intended to outline the current requirements of the post, it is not an exhaustive list, and it is recognised that jobs change and evolve over time.  Post holders will be required to carry out any other duties to the equivalent level that are necessary to fulfil the purpose of the job, and to respond positively and flexibly to changing organisational needs.*

**Person Specification**

|  |  |  |
| --- | --- | --- |
| **Person****specific area** |   | **Level of requirement**  |
| **Experience** | Working to deliver products of a high quality, to deadline.Experience of engaging / working with a range of stakeholders.Some aspect(s) of communications role as described in key tasks. | **Essential** |
| Experience within a relevant sector – voluntary sector; working on similar related issues or communities.Experience of engaging / working with marginalised groups including people with a drug problem. | **Desirable**  |
| **Qualifications** | Educated to degree level **and/or** relevant professional/vocational qualification **and/or** relevant experience. | **Essential** |
| **Skills** | Literacy – ability to identify errors in spelling, grammar and punctuation and correct these; and to suggest improvements in wording, tone and layout to make communication appropriate for different identified audiences.Work management skills – time management and ability to order own work tasks to ensure efficient delivery. Ability to record and report on own work tasks and keep accurate and up-to-date records.Interpersonal skills to support personal face to face and online communication with a wide range of stakeholders.Flexibility and a self-motivating approach to reach objectives.Working knowledge / ability to quickly learn use of software relevant to this post  | **Essential**  |
| Photography and video production and editing Design and production of posters / flyers and similar resources  | **Desirable** |
| **Attributes** | Interpersonal skills: active listening and clear and appropriate communication.Motivated to work with SDF stakeholders and engage with issues relevant to SDF’s work.A non-judgemental and non-stigmatising approach to engaging people and to broader communication.Commitment to promoting equalities.Has a positive attitude and commitment, is dependable, organised and proactive.Commitment to own professional development and learning.  |  **Essential**    |
| **Circumstances** | Ability to work effectively from home.Willingness to work at SDF’s officeOccasional work anywhere across Scotland  | **Essential**  |