

The Role – Senior Communications Officer

Job Title	Senior Communication Officer
Reports To	Communications Manager
Location	<p>Office-based with the expectation of some travel to the office and across Scotland for team and external meetings and events. The team currently operates a hybrid model of both home and office working during the week.</p> <p>Our office is Suite 2, 14 New Mart Road, Edinburgh EH14 1RL. We also have desk space at Robertson House in Bath Street, Glasgow.</p>
Contracted hours	Full time, 35h per week (1.0 FTE), we are open to discuss a range of flexible working options.
Flexible Working	As an award-winning, family-friendly, and flexible employer, we aim to promote a good work/ life balance for all employees. All our employees have the right to request flexible working.
Salary and benefits	<p>From £29,500 to £32,500, depending on experience</p> <p>9.25% employer pension contribution (salary sacrifice scheme available after 3rd month of employment).</p> <p>Full private medical insurance with the option to include family members.</p> <p>Access to the Medicash scheme</p> <p>4 x salary Death in Service cover.</p> <p>29 days annual leave plus 8 days public holiday.</p> <p>Bike to Work scheme.</p>
How to apply	<p>Apply via the online application on the website .</p> <p>Deadline for applications is 21st April 2025 at 5pm</p> <p>Interviews will be held during the week commencing 5th May 2025. If you need any support to apply or would like the application form in a different format, please get in touch with Natalia@inspiringscotland.org.uk</p> <p>For more information about the role or an informal chat please contact Eilidh@inspiringscotland.org.uk</p>

Role Summary

We are looking for an experienced communication professional to join Inspiring Scotland's small, but effective and ambitious communication team.

Inspiring Scotland is active across a wide range of social justice issues and as Senior Communications Officer you will have the opportunity to engage with, and support colleagues right across the Inspiring Scotland team.

Alongside the Communications Manager and Communications Assistant, you will plan and deliver activity to engage and influence a range of stakeholders including Scottish Charities, The Scottish Government, Trusts and Foundations, and private individuals. As a team we use our collective experience and creativity to position and promote the work of Inspiring Scotland.

The communications team currently manages several online platforms including charity www.charityhealthcheck.org.uk www.thriveoutdoors.org and the Senior Communications Officer will lead on managing the organisation's digital activity, including the ongoing development of [Inspiring Scotland's website](#).

This role would be ideal for someone who has several years' experience in a communications role and is looking for the space to develop taking more of a leading role on projects. The range of work the communications team delivers is diverse and we are seeking a colleague enthusiastic to be part of a vibrant and effective charity, which plays an important role in supporting over 300 charities in Scotland.

Inspiring Scotland has a strong culture of teamwork and embraces flexibility. Strong interpersonal skills are essential as the role will involve engaging with people at all levels as well as empathy for the areas of work we are focused on delivering.

Key Responsibilities

1. Work with the Communications Manager and Communications Assistant to plan, develop and deliver a programme of engaging content aligned with Inspiring Scotland's strategic aims.
2. Actively engage with colleagues across the organisation to develop ideas, providing advice, develop content and support campaign planning to engage and influence a range of stakeholders.
3. Work with the Specialist Volunteer Network team to promote and communicate the Network at Inspiring Scotland.
4. Engage with and support the Operational team to ensure effectiveness and work collaboratively.
5. Lead on the development and ongoing management of Inspiring Scotland's digital platforms, working closely with agencies to support this.
6. Produce, curate and edit content (e-newsletter, case studies, reports, press releases) tailored for different audiences.
7. Provide communication support for funding opportunities, producing application materials and promoting the funding through press and digital channels.
8. Oversee social media management and offer advice and guidance to teams on how to use

them effectively.

9. Be brand aware and support the management and development of Inspiring Scotland's brand to ensure all communications content is reflective of mission, vision and values.
10. Support networking and organisational learning or celebration events, occasionally representing the organisation.
11. Work collaboratively to embed systems and workflows, for example photography and case study library in line with GDPR guidelines.
12. Stay informed of the sector and proactively seek opportunities to promote Inspiring Scotland.

Person Specification

The knowledge, skills and experience needed for the role are:

- Team player who can also work independently.
- Solution-focused and ability to problem solve.
- Strong communication skills verbal and written.
- Strong editorial skills and attention to detail.
- Interest in new and emerging communication platforms and digital trends.
- Strong interpersonal skills and ability to develop credibility and collaborative relationships with a range of people.
- Self-awareness and empathy.
- Ability to be flexible and adjust to new situations.
- Excellent time management with the ability to meet tight deadlines, manage multiple projects and work at pace.
- Interest in the social areas that Inspiring Scotland works to address.

Experience / Essential

- Experience planning and delivering communications work/campaigns to reach target audiences.
- Experience developing communications plans and implementing a wide range of communication activity effectively.
- Experience of creating and editing impactful and engaging content relevant for target audiences.
- Experience of managing multiple projects.
- Experience using website content management (Wordpress) and digital marketing (MailChimp).
- Experience of producing digital content, including video (Adobe Creative Suite,

Canva,etc).

- Experience of managing social media channels.
- Experience of developing content for PR purposes.
- Comfortable managing external suppliers, such as graphic designers, photographers, and website agencies.
- Highly proficient using Microsoft Office applications, especially Word, PowerPoint and Teams.
- Demonstrable experience of engaging and working with colleagues from different teams.
- A commitment to Inspiring Scotland's mission, vision and values and to support the wider team.
- Willingness to engage in and contribute to organisational development and wellbeing and personal development initiatives.

Desirable

- Experience or knowledge of social issues including how poverty and disadvantage can impact on people's lives.
- Experience of working with the media.
- Experience of risk and crisis communications.
- Understanding of accessible communication principles.
- Experience of brand development.
- Experience in monitoring and evaluation of analytics.
- Experience with internal communications.
- Line manager experience of volunteer or staff.

About Inspiring Scotland

Inspiring Scotland is a registered Scottish charity with a mission to inspire people, communities, organisations and government to work together to drive social change and transform lives. Our vision is that every person in Scotland can enjoy a happy, healthy life free from poverty or disadvantage.

We raise funding from private individuals, trusts and foundations, Scottish Government and local authorities and invest in social funds addressing our strategic themes. Our work is focused around strategic areas: improving the life chances for children and young people and supporting people who face barriers to inclusion because of discrimination and disadvantage to live flourishing lives.

Our aim is to amplify and strengthen the impact of organisations across civic society by helping them build their strength, resilience and reach. We believe in:

- providing long-term funding
- building organisations' capabilities through the skilled input of our staff and specialist volunteer network
- understanding and scaling impact through rigorous evaluation and organisational development
- developing and supporting voluntary sector leaders
- using skilled input from local communities and Scotland's business sectors

Last year 2023/24 we managed over £46m of funding as fund owner, delivery partner or fund manager for Scottish Government and private investors for social justice causes, supporting over 300 organisations, with grants and significant development support to make the best use of resources.

We are passionate about addressing inequality and improving the lives of people in Scotland's most vulnerable communities.

We are a collaborative, supportive organisation that places high emphasis on teamwork and sharing best practices and learnings both internally and externally. We view our staff as ambassadors for the organisation, and all staff are expected to demonstrate high standards in all aspects of their work. We are a flexible employer and offer an excellent benefits package. We have won or been nominated for **Family Friendly Awards** three times. We also have been nominated for **Best Flexible Working Initiative** – sponsored by Flexibility Works. Inspiring Scotland is committed **Living Wage and Disability Confident Employer**.

Inspiring Scotland Registered Office Suite 2, 14 New Mart Road, Edinburgh EH14 1RL. A Company Limited by Guarantee registered in Scotland, No. SC342436, and a registered Scottish charity, No. SC039605.