

Job Title: Communications Officer

Grade: G4

Reports to: Media & Communications Manager

Overall Job Purpose

To deliver on a media and communications strategy that increases the visibility, impact and reach of Scottish Refugee Council's key messages and activities; promotes positive conversations about refugee and asylum issues; improves public understanding and attitudes towards people seeking refugee protection in Scotland and inspires broad-based support for our mission.

KEY RESPONSIBILITIES

- Source, develop, create and distribute a range of communications on refugee and asylum issues including social media and web content.
- Respond to media enquiries, draft media releases, and brief journalists on Scottish Refugee Council's activities and engagements.
- Produce a range of digital communications promoting our work, aims, people and messages.
- With media team colleagues, work with refugees and people seeking asylum to develop their capacity to engage positively with the media.
- Develop new ways to communicate our work, including digital tools, to extend our reach, impact and supporter engagement.
- Oversee production of our annual impact report and other materials including commissioning photography and working with graphic designers when appropriate.
- Support colleagues across the organisation with their communication needs, including updating and maintaining resources, and promoting services to ensure consistency of message and brand.
- Work closely with colleagues to develop, deliver and evaluate an effective communications strategy for Refugee Festival Scotland.
- Produce innovative and accessible supporter communications including a monthly email newsletter.
- Coordinate with colleagues across the organisation on social media planning and delivery, providing regular performance reports and strategic insights.

Other Duties

- To demonstrate commitment to the principles of equality, diversity and human rights in employment and ensure that such principles are consistently met.
- To manage key projects as directed
- To contribute to the development of the department operational plan with regard to remit of responsibilities
- To participate and contribute to organisational/team meetings as required

Job Description - Communications Officer



- To contribute to the development of administrative procedures
- To carry out all the duties with complete discretion and a high regard for confidentiality
- Any other duties relevant to the needs of the organisation and as directed.

Person Specification - Communications Officer

Quality	Essential	Desirable
Education and Training	Degree level or equivalent	Marketing, PR or journalism qualification
Job Experience and Skills	- Experience of working with the media either as a journalist or media officer - Outstanding written and verbal communications skills and ability to communicate in a clear, concise, precise and impactful way - Strong storytelling and content creation skills, ideally within a charity or other campaigning context - Ability to use social media as an effective communication tool, particularly to build brand awareness and supporter engagement - Experience of gathering and reporting on analytics and metrics - High attention to detail and strong editing skills - Ability to collaborate with communities, colleagues and external partners - Ability to represent Scottish Refugee Council in external forums.	- Knowledge of current political and media discourse in relation to refugees - Exposure to work of voluntary sector - Experience of using Canva, Photoshop or similar design tools - Experience of using MailChimp or similar email marketing platform - Experience of creating short videos and animations for social media
Personal Qualities	- Empathy for asylum seekers and refugees and commitment to their rights - Ability to work in high pressure situations in a rapidly changing environment - Positive approach to our work and good cooperative team working skills - Ability to work flexible hours as required - An understanding of the importance of confidentiality and impartiality	Ability to recognise sensitivity of situations and to respond appropriately

Person Specification - Communications Officer

	• Sound understanding of equal opportunities • Ability to respond positively to feedback and modify performance if required • Think creatively and develop imaginative solutions to problems	
Personal Qualities	• The ability to work effectively with colleagues at all levels and a wide range of senior external contacts in a high-pressure environment • Confident and determined with the ability to work on own initiative and as a team member when required • Ability to prioritise, meet deadlines and manage the conflicting demands of a busy workload • Ability to work flexibly and out with normal office hours when required • Complete discretion and an understanding of the need for confidentiality • A commitment to the work of Scottish Refugee Council and to the principles of equal opportunities	