

COMMUNICATIONS AND CAMPAIGNS LEAD

Purpose of role: To develop and lead the implementation of a strategic communications plan delivering high-quality coverage and resources to capitalise on high awareness of the power of personal music to help dementia and increase it further. You will support our work to empower people in communities to create and use playlists, encourage people to support our work through donations, undertaking training or sharing our message. To line manage and develop the Communications Officer, and collaborate with the wider team to deliver the strategy. To protect and enhance the reputation of the charity through proactive and reactive media relations management, stakeholder engagement and campaign management.

Based: Glasgow
Reporting to: Executive Director
Managing: 1 x Communications Officer.
Hours Full-Time 37.5 hours per week
Salary: £37,000 per annum

Key responsibilities

You must have empathy with Playlist for Life's aims, values and objectives and strong understanding of the sector Playlist for Life operates in. Understanding the third sector and best practice in communications and marketing is essential. You will ensure a consistent 'tone of voice' for the charity and ensure its messages are delivered uniformly across platforms to maximise impact.

Leadership and strategy

- Work closely with the Executive Director, Business Manager and Head of Communities to develop a communications and campaign strategy that coordinates message-delivery in a creative and innovative way across all platforms to complement our operations and delivers our strategic objectives.
- Manage the reputation of the organisation, reviewing and updating our brand guidelines. Including developing communication handling plans for sensitive issues and advising staff and trustees.
- Ensure appropriate sign-off procedures and communication guidelines to protect and enhance the Playlist for Life brand and reputation
- Line manage and develop the Communications Officer role to provide the skills and capacity required to deliver the communications strategy including campaigns, event management, PR, digital engagement, social media, design of new materials and resources.
- Has budget responsibility for the Communications Team and commission and brief designers, consultants and other external suppliers
- Build on existing partnerships with other organisations and establish new ones to deliver joint campaign themes and increase our national impact.
- Work with the wider team and board on our fundraising strategy and ensure the communications strategy compliments and boosts our fundraising efforts to increase donations to the charity from individuals, corporate partners and trusts and foundations
- Work with our Business Manager and Head of Communities to promote and market our training to sell to care homes and other care settings.

- Work to ensure our website is easy to use and communicates our message to all of our target audiences.

Media management

- Manage the promotion of stories across all platforms – proactively seeking ways to raise our profile and ensuring the organisation is able to respond appropriately to media requests and enquiries.
- Act as a spokesperson for Playlist for Life if appropriate and required. Provide guidance and support to staff members or trustees who are acting as a spokesperson for the charity.

Stakeholder engagement

- Work closely with the Communities Team to develop a communications strategy for engaging and supporting our community partners (Help Points), volunteers, lived experience ambassadors, and health and care professionals to keep in touch and share best practice.
- Support the development and creative of high-quality case studies, videos and photos to showcase impact, tell people's stories and inspire others to create a playlist, donate to the charity or support our work.

Project management

- Prioritise, plan and allocate resources (including budgets and staffing) for the delivery of key communications activities, campaigns and projects on time and within budget.
- Oversee and organise special events and activities scheduled as part of the overall comms and PR strategy, National Playlist Day or other communications projects
- Increase the capacity of our communications team by working with external partners and contractors, and mentor and line manage any interns, volunteers or apprentices we may recruit
- Ensure that all duties are carried out in line with Charity health and safety and other Charity requirements and policies
- Carry out any other reasonable duties as required by the Executive Director.

Note: This job description is not exhaustive and may be added to or changed to from time to time following discussion and consultation with the post holder and line manager

Person specification

Skills and qualifications	Essential	Desirable
A general understanding of the not-for-profit sector; health sector and/or dementia policy	✓	
Educated to degree level or have equivalent experience/professional qualifications	✓	
Have demonstrable experience of developing and delivering a range of successful and impactful	✓	

communications/ campaigns/ PR and/ or public affairs or journalism.		
Proven record of ability to build new and existing strategic partnerships	✓	
Excellent understanding and demonstrable experience of how to develop communications messages, stories and manage the news agenda	✓	
Strong track record of delivering successful and innovative communications strategies via digital and social media channels, SEO, web etc.	✓	
Exceptional written and verbal communications skills, with ability to adapt style to suit different communications media and audiences	✓	
Excellent writing and proof-reading skills and demonstrable experience of writing press releases, news articles, features, stories, blogs and/or promotional materials.	✓	
Experience of acting as media spokesperson and conducting press interviews		✓
Experience of communicating complex/sensitive or complicated themes and adapting style for specific target audiences.	✓	
Experience of event organisation		✓
Experience of managing design and print/ production of materials and resources		✓
Experience of managing staff either in a supervisory role, line management or equivalent.	✓	
Proficient in using software and digital tools to support communications.	✓	
Proficient in using Wordpress and other digital tools for website management and updating		✓
Strong understanding of digital communication platforms, social media what platforms people are using and how we can best reach our target audiences	✓	
Personal characteristics	Essential	Desirable
Empathy with Playlist for Life's aims, values and objectives	✓	
Ability to work on own initiative and as part of a team and willingness to 'pitch in' as required in a small organisation.	✓	
Motivated to be successful and achieve targets.	✓	
Creative and innovative approach to communications and branding	✓	
Willingness to work occasionally outside normal office hours and to be on call as required during evenings and weekends to handle media enquiries.	✓	
Able to combine strategic overview with consistent attention to detail	✓	
Hard-working and reliable	✓	
Able to work to tight timeframes	✓	
Be able to work from home or on their own initiative where appropriate.		✓