

Signpost International Job Profile – Communications Officer (CO)

Terms of reference

Salary	£21,552-£22,295 (pro rata)
Pension	Signpost International operates a pension scheme which all employees are eligible to join.
Holiday	30 paid days per year pro rata in addition to 8 Scottish public holidays pro rata.
Hours	The normal hours of work will be 21 hours per week (0.6FTE), with the possibility to increase to 0.8FTE. Additional flexibility in working hours will be required due to some ad hoc weekend and evening work. Payment for overtime is not given but employees are entitled to time off in lieu by agreement.
Reporting to	The Operations and Facilities Manager

About Signpost International

Signpost International is a Dundee-based community development agency. Inspired by our Christian faith we work in partnership with local organisations at home and abroad to support individuals & communities to be the drivers of their own change. With education as a cross-cutting theme we focus our projects across four key areas: Food security; Sustainable livelihoods; Water, Sanitation, & Hygiene (WASH); and Global citizenship.

While much of our work over the past three decades has focused on overseas programmes, over recent years we have grown and strengthened our domestic activities to include a global citizenship education programme and more recently a food security & food waste programme from our base at the Roundhouse in Dundee.

The Main Purpose of the Job:

We are looking for an outstanding individual to join our small core team of staff and volunteers who are at the heart of all we do. We value our people and are more interested in the individual than a candidate ticking every box, so even if you don't yet have all the skills but are a committed, enthusiastic person with a passion for justice and making a real difference in people's lives we would love to hear from you.

This is an exciting and central role within the organisation with responsibility for the design and delivery of Signpost International's Communications Strategy to strengthen existing relationships and bring on board new supporters. This includes co-ordinating and producing promotional material in print and digital formats, media liaison, representing the organisation to a range of audiences, and ensuring communications reflect the ethos and values of Signpost International.

It is an occupational requirement working with Signpost International within the provisions of the Equality Act 2010 that the Communications Officer is a practising Christian as the role involves regularly talking at churches and with Faith leaders and other spiritual activities of a Christian nature.

Core Responsibilities

In addition to any other task assigned by your Line Manager, the main duties of the role are expected to be:

Digital Media & Communications

- Maintain and enhance the organisation's websites (Signpost-international.org and theroundhouse.scot) to reflect activities and impact to engage new and current supporters
- Manage and develop our use of social media in line with communications strategy, taking responsibility for content creation to increase presence across multiple platforms
- Create and distribute regular email newsletter communication to supporters.

Talks and events

- Lead on the organisation and promotion of an annual supporter's celebration day
- Work closely with others to represent the organisation at Christian conferences & events in Scotland
- Arrange, promote, and undertake speaking events at local churches, schools, and clubs to raise awareness and funds for Signpost International.

Written Communications

- Write and take the lead on the design (working with external designer) of tailored communications (currently three appeals, an annual review, and one other) that will engage supporters, along with promotional materials as required
- Develop and foster relationships with media outlets and other key influencers, producing and distributing regular press releases.

Other

- Take the lead on planning, implementing, & updating the communications strategy & annual work plan
- Keep abreast of best practice in communications, GDPR, and sustainable development practice
- Ensure that all communications reflect the specific needs of women and girl children, those with disabilities, and those most disadvantaged with respect and honesty
- Maintain compliance with specific grantor Terms & Conditions regarding publicity and promotion
- Ensure SI's principles and values are adhered to in our communications and ensure SI meets the highest standard of best practice in charity communications
- Ensure communication activities are delivered within budget and in accordance with appropriate policies and procedures.
- With the Administration Officer maintain the SI database to ensure a high level of accuracy for all records
- Manage volunteer(s) as required.

Person Specification

Attributes	Essential	Desirable
Abilities and Experiences	Experience in producing effective and engaging communications e.g. appeals or leaflets	Experience in the international/ community development sector
	Ability to work independently, be a self-motivator and take initiative	Experience with media relations
	Experience developing and managing social & digital media campaigns	Experience with website design & maintenance
	Experience and confidence delivering talks to a range of audiences	
Knowledge and Skills	Exceptional communication skills, both oral and written	Strong project management skills
	Good IT skills with knowledge of a range of software packages	Good eye for design and proofreading
	Good working knowledge of social media platforms	
	Excellent organisational and time management skills	
	Excellent interpersonal skills with the ability to build effective relationships, both internally and externally	Strong research, analytical, and problem-solving skills and confidence with decision making
Education & Training	Evidence of continued professional development	University degree or equivalent in Communications or relevant subject
Special Qualities	A track record that demonstrates energy and creativity, and the ability to successfully prioritize and manage competing priorities	Able to take a practical, flexible, and innovative approach to work
	A commitment to Signpost International's vision, mission, and values, and accepting of its identity as a community development and advocacy organisation actively engaged with the church	Full driving licence with access to vehicle
	A willingness and ability to work flexibly including some occasional travel within the UK and work outside normal office hours from time to time	