

---

## JOB DESCRIPTION

### Communications & Marketing Officer

Our mission at Victim Support Scotland is to ensure that those affected by crime receive high quality support that will help them to recover from their experiences. We want victims and witnesses to be at the heart of everything we do so they have improved health and well-being, feel safer, more secure and informed and that we are an effective organisation, that makes a lasting difference. We aim to do this by adhering to our own organisational values of being supportive, striving for excellence and offering personalised and accessible services and these are reflected in the behaviours expected of all staff and volunteers.

#### Job Purpose

As a member of the team reporting into the Head of Communications and External Affairs, you will support the development and marketing of the VSS brand and implementation of the VSS communications strategy. You will be responsible for driving forward all marketing and communications improvements and activity, delivering a strong and consistent narrative that is meaningful and relevant to our audience.

The role will include organising communications with a wide range of stakeholders and managing contracts and relationships with external agencies. You will produce and implement marketing and communications plans to promote the VSS brand and services, including service delivery and organisational changes, in line with VSS strategy and working within the agreed budgets, ensuring that agreed financial procedures are followed and available resources are effectively utilised.

#### Key Accountabilities

- To prepare and deliver high-quality publicity material, on a variety of platforms, to maximise the effectiveness and impact of the VSS brand and raise awareness of VSS's purpose, core values and services that are available to people affected by crime
- To create and deliver a communications plan for the organisation that aligns with the strategic plan, including service delivery changes
- To create new and innovative ways in which to get our organisational messages across to existing and potential new users of our service, in ways that make VSS more relevant, appealing and accessible and are successful in meeting the organisation's goals
- Support the implementation of VSS's digital and IT strategies supporting VSS's corporate objectives and ensuring VSS's mission, message and brand are used professionally and effectively across the internet, from the main website and sub sites through to third party websites and platforms
- Ensure the strategic and tactical use of social media to manage VSS's key messaging, enhance reputation and to respond quickly and decisively to counter any inaccurate or potentially damaging comments
- Analyse, measure and report on VSS Activity across all digital channels
- To create ways of involving staff, volunteers and service users from across the organisation in writing content for communications channels and provide training as required

- To prepare and deliver a programme of stakeholder communications and coordinate internal communications across the organisation, including to our volunteer community
- To support on the retention, engagement and recruitment of online supporters and donors
- To manage all media relations on a day-to-day basis, working with senior staff as appropriate on more sensitive or contentious issues and support service users with media handling (in conjunction with our line manager)
- To analyse and report regularly on the effectiveness and success of marketing and communications performance, and adjust strategies and plans as appropriate
- To deliver and implement all plans to the agreed timescales
- Undertake market research campaigns with existing or potential users, and members of the general public
- Liaising with other organisations and developing joint initiatives, where appropriate, to market and promote VSS
- Produce and publish material that VSS's target audience want to engage with and share
- Manage day to day interactions with members of the public, including: supporters, contacts, media contacts, service users and potential users
- Continuously monitor your area of responsibility and identify areas for improvement and organisational learning.

#### Communication Skills and Representing the Organisation

**Internal:** Chief Executive, CLT, Heads of function and all VSS staff and volunteers

**External:** Media agencies, suppliers, partners, general public, service users

- Use and adapt styles of communication, including written and presentations, appropriate for a wide range of audiences, internal and external
- Build collaborative relationships with colleagues and external stakeholders to achieve objectives and raise VSS's public profile
- Frequent interaction with requiring a sensitive approach dealing with issues internally and externally and deals with highly sensitive material and information
- Develops and exchanges information with a range of audiences using influencing skills

#### Additional Duties

- Responsible for managing and prioritising own workload, ensuring that VSS policies and procedures are adhered to at all times
- To procure materials and services as required, and to process orders and invoices and carry out stock control in line with VSS's financial policies and procedures
- Analyse, interpret and utilise marketing and communications research and data
- Responsible for ensuring that all sensitive information and materials, such as case studies and images, are handled in a strictly confidential and respectful manner, and comply with GDPR, data protection legislation and VSS's relevant policies and procedures
- Maintain database/information system, keeping information accurate and up to date, and ensuring that all information is collected, stored and processed in line with GDPR, data protection legislation and VSS's relevant policies and procedures
- General administrative duties as required, including proof reading
- Other duties that may be required by the Board of Trustees and the CEO

KEY REQUIREMENTS		
1.	Qualifications	EVIDENCED
	Educated to degree level or equivalent	E
	Additional qualification from Chartered Institute of Public Relations or Chartered Institute of Marketing	E
2.	Skills / Abilities	
	Good presentation skills, and the ability to present to a diverse audience	E
	Excellent verbal and written communication skills and meticulous attention to detail	E
	Excellent IT skills and knowledge of social media in work context, proficient in use of IT tools such as Microsoft Office suite, databases and social media platforms	E
	Ability to use own initiative and to work both alone and as part of a team	E
	Self-sufficient with the ability to manage own workload and prioritise effectively	E
	Excellent organisational and time management skills with the ability to juggle conflicting demands	E
3.	Experience	
	Experience in marketing and /or public relations	E
	Demonstrate a digital approaches to your area of work	E
	Very experienced in media relations	E
	Experience of working in fundraising, a charitable environment or events management	D
	High standard of computer literacy with experience of using IT, including social media platforms, in a work context	E
4.	Knowledge	
	Excellent knowledge of MS Office and tool (online and software) used in communications and marketing	E
	Thorough knowledge of social media and web analytics	E
	Good level of knowledge of Brand development	E
	Good knowledge of marketing strategies and implementation across a range of platforms	E
	Excellent understanding of GDPR and data protection legislation, particularly in relation to marketing data/information, case studies and the use of images	E
	Knowledge of not for profit/voluntary/charitable sector	D
	Knowledge of the work of VSS	D
5.	Behaviours	
	Self-motivated with a “can do” attitude	E
	Determination and willingness to take on new challenges and responsibilities	E
	Willing to challenge stereotyping, prejudice, discrimination and bias	E
	Enjoys using own initiative	E
	Ability to cope with rapid and sustained change and competing demands	E
	Results focused	E
	Honesty and integrity	E
	Willing to be flexible in working hours and able to travel as required	E