
JOB DESCRIPTION

Internal Communications Officer – 1 year fixed term

Our mission at Victim Support Scotland (VSS) is to ensure that people 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 to the Head of Communications and External Affairs, you will support the planning, development and delivery of effective internal communications for VSS. The role will require you to devise and deliver multi-channel communications plans across several areas including internal communications, stakeholder engagement and campaigns. You will be responsible for embedding a robust internal communications framework and communications activity to increase internal awareness of what we do, how we do it, the positive outcomes it brings as well as the challenges victims and witnesses face, promote regular news stories and feedback, and encourage a culture of sharing positive news.

The role includes communications and engagement with our internal stakeholders. You will produce and implement internal communications plans to promote the VSS brand and services in line with our corporate strategy, working within the agreed budgets, ensuring that agreed financial procedures are followed and available resources are effectively utilised.

Key Accountabilities

Planning and managing strategic communications and campaigns

- With a proactive and creative approach, deliver internal communications activity for the organisation as per our current three-year communications and engagement strategy and plan (2024-2027).
- Prepare and deliver high-quality communications content and assets for a variety of platforms to raise awareness of VSS's purpose, core values and services that are available to people affected by crime.
- Collate content to support volunteer engagement and retention, as well as several events throughout the year, such as Victims' Awareness Week, Volunteers' Week and 16 Days of Activism, utilising the support of external agencies, as required.
- Create ways of involving staff, volunteers and service users from across the organisation in writing content for communications channels and provide training as required
- Deliver and implement all plans to the agreed timescales.
- Continuously monitor your area of responsibility and identify areas for improvement and organisational learning.

Internal communications			
<ul style="list-style-type: none"> Manage a programme of effective, two-way internal communications across the organisation, including our volunteer community, to ensure our people are informed, engaged and motivated. 			
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	D	
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 internal communications	E	
	Demonstrate a digital approach to your area of work, including intranet management	E	
	Demonstrate storytelling and engagement techniques	E	
	Experience of video creation and editing, photography, and website updates	D	
	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, newsletter and graphic design packages 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	
<ul style="list-style-type: none"> Identify ways to showcase and celebrate the impact of the work delivered by our employees and volunteers. <p>Reporting</p> <ul style="list-style-type: none"> Analyse and report regularly on the effectiveness and success of all marketing and communications performance and adjust strategies and plans, as appropriate. Analyse, measure and report on VSS activity across all digital channels. 			

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 internal audiences
- Build collaborative relationships with colleagues and stakeholders to achieve objectives and raise VSS's internal understanding and profile.
- Frequent interaction requiring a sensitive approach to deal with issues internally and dealing 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.