

**Job Profile**

**Role Title** **Communications Manager**
**Department** Central Support Team
**Salary** £28,618 - £32,211 per annum (depending on experience)
**Working hours** 36.25hrs per week
**Location** Remote and/or hybrid with office space available in Aberdeen

**Why? To translate the work of the Foyer into engaging and inspirational content that helps reach people, supporters and funders and influences positive change in people’s lives.**

**What?** Development and delivery of an engaging and measurable communications strategy for both internal and external stakeholders using a range of channels and platforms.

**Key Competencies**

* Co-ordinate and execute The Foyer’s communications activities, working to capture and reflect the ‘voice’ of The Foyer drawing on the expertise and insights of staff and people who access our services
* Ability to identify, write and edit engaging stories of positive impact, with a sensitivity to nuance in language and meaning, that support The Foyer’s profile and capacity to influence and enact change
* Manage The Foyer’s social media and website strategy and ongoing content, working with staff across our service areas in line with our values and strategic objectives
* Ability to manage and balance diverse range of key projects simultaneously and maximise outcomes, often within tight deadlines
* Support the leadership team, board, and staff in external engagement, including media engagement, speaking opportunities and events
* Report on analytics and insights to shape content and impact

**Behaviours**

* Proactive and organised, with an ability to prioritise and manage competing demands
* Actively listens; naturally curious, interested in and respectful of people’s stories
* Works collaboratively, with excellent interpersonal skills, sensitive to cultural communication differences; warm and engaging and able to build trusting relationships
* Understanding of audiences, ability to identify and connect to different stakeholders
* Solutions focused approach to ‘making life easier’ with high attention to detail - takes time to reflect on what is working, what isn’t – and why
* Good judgment and self-awareness; knows when to seek advice and guidance
* Honest, compassionate and a sense of humour

**Qualifications & Experience**

* A degree in Marketing, Media, Communications, English or other relevant field would be beneficial and/or demonstrable experience of successful third sector communications projects
* A skilled writer and editor with a track record of telling stories of positive impact
* Experience of writing web copy and maintaining online communications, with attention to detail a prerequisite
* Knowledge and understanding of digital analytics tools (e.g. Google Analytics) for reporting and how these should inform content strategy
* Excellent written and verbal communication skills
* Prior experience of the third sector desirable
* Demonstrable commitment to diversity and inclusion in all aspects of your work
* Interest in related government policy – poverty, employability, youth homelessness, wellbeing – desirable
* An eye for design, photography, video, and animation content - desirable
* Appreciation of safeguarding adults and children at risk (training provided)