

## **Job Description**

**Job Title:** Senior Co-ordinator (Communications)  
**Accountable to:** Deputy Chief Executive  
**Salary:** £32 -£34k  
**Location:** 166 Buchanan Street, Glasgow.

### **1. Alcohol Focus Scotland's Purpose and Vision**

Alcohol Focus Scotland's primary purpose is to prevent and reduce the harm caused by alcohol. This will be achieved by bringing about a significant reduction in alcohol consumption across the population, improving the health and well-being of millions of Scots.

### **2. Job Purpose**

To lead, develop and oversee the provision of communications and information support across the organisation. To support delivery of the strategic plan and ensure Alcohol Focus Scotland's vision is promoted widely and effectively to key influencers.

In order to deliver against the job purpose the post holder will:

- Oversee the development and implementation of the organisation's communications strategy, ensuring alignment with other operational strategies and the business plan.
- Lead and support the development of engaging, innovative and accessible information and advocacy campaigns on key issues, in collaboration with colleagues and key partners.
- Develop the organisation's relationship with and representation in the media, working across multiple media platforms including social media, broadcast and print.
- Lead on written press enquiry responses and, along with senior management colleagues, represent the organisation in broadcast media as required.
- Provide a media monitoring function to ensure colleagues are kept abreast of media stories and press coverage.
- Support colleagues within Alcohol Focus Scotland to ensure all communications are of the highest standard and in line with the organisational ethos, including liaison with media partners.
- Ensure published reports, briefings, presentations and resources are engaging and of a high standard.
- Manage the timely production and distribution of the monthly e-newsletter, E-Focus, monitoring the effectiveness of its reach.
- Oversee, develop and maintain the AFS website.
- Represent Alcohol Focus Scotland on relevant external groups and at meetings and events as required.
- Manage the development of communication methods and processes, ensuring best use of media and technology to maximise the impact of Alcohol Focus Scotland's communications and campaigns.
- Line manage staff as required.

### 3. Core Competencies

The post holder will be expected to demonstrate competency in the core function of this role:

- **Communicating:** communicate research, policy development and practice;

In addition, the post holder will demonstrate competency in one - or both - of the other functions of the organisation:

- **Influencing** : influence key decisions makers to implement effective policies;
- **Research:** gather, analyse and interpret evidence.

### 4. Critical Skills Required

The post holder will have a proven ability to:

- Lead the development of communication strategies to support organisational advocacy campaigns targeted at politicians, policy makers, practitioners and the general public.
- Translate complex information that may be detailed or specialist in nature into understandable and engaging key messages for use in organisational communications and campaigns.
- Build relationships and networks, ensuring communications are targeted appropriately and reach identified audiences and stakeholders.
- Create engaging content for online platforms including websites, blogs and social media; and write for a variety of platforms including press, policy briefings and research reports.
- Use high quality communications in a creative and impactful way to influence opinion and policy.
- Work collaboratively and strategically with colleagues, organisations and agencies to affect change in policy and practice.
- Edit and provide constructive feedback to colleagues on written work.

### 5. Characteristics

#### *Essential skills and experience*

- Educated to degree level or equivalent.
- Experience of delivering within a fast moving policy and communications environment.
- Experience of developing collaborative partnerships at a strategic level.
- Excellent communication and analytical skills.
- Experience of delivering across print, broadcast and social media.
- Experience of using a variety of technologies to maximise impact.
- Excellent interpersonal and influencing skills.
- Ability to assess and organise resources and plan/progress work activities
- Experience of representing an organisation and delivering formal presentations and media interviews.
- Proactively engaged in professional development/training to keep skills and knowledge up to date.

#### *Desirable skills and experience*

- CIPR membership.
- Knowledge of the alcohol policy context in Scotland and awareness of the UK, European and international context.
- Demonstrate experience and knowledge of current alcohol policy, research and practice.
- Experience of managing a budget.
- Clean current driving licence and access to a car.

## **6. Responsibilities of all Alcohol Focus Scotland Staff**

- Undertake all work in a pro-active, professional and enthusiastic way in line with AFS organisational values, and contribute to team activity across work programmes as required.
- Maintain positive and constructive working relationships with all members of the Alcohol Focus Scotland staff team and ensure that colleagues are kept up to date with relevant issues and developments.
- Actively manage and prioritise workload and ensure that deadlines are met.
- Undertake relevant professional development activities and training as agreed.
- Maintain confidentiality, as appropriate, with sensitive or privileged information, including day-to-day observance of data protection guidelines.
- Adhere to all internal and external policies, procedures and guidelines and actively contribute to their on-going development.
- If required, work outside normal working hours for which time off in lieu (TOIL) will be given.
- Key holders should secure premises as necessary.
- Have regard for your own personal health and safety and that of those around you.