



Scottish Youth Parliament

Role Description: Communications Officer

- Job title: Communications Officer
- Reports to: Chief Executive (with reporting lines to Policy and Public Affairs Manager)
- Salary Scale: £23,639 - £30,448
- Location: Flexible - all staff are currently working flexibly between the SYP office and working from home.
- Contract: Permanent, subject to core funding.

We are excited to announce the opportunity for a Communications Officer to join the SYP team.

The Communications Officer is responsible for all external and internal communications and the delivery of agreed campaign objectives (with support from other colleagues) at SYP.

KEY AREAS OF RESPONSIBILITY

Main responsibilities include:

Communications:

- All external and internal communications at the Scottish Youth Parliament (SYP).
- Maintaining our social media presence and identifying new opportunities for communicating with members, young people and stakeholders.
- Communicating SYP's exciting news and updates with the national print and online media through press releases and proactive engagement with key journalists.
- Development and delivery of internal communications strategy, to ensure MSYPs and support staff are kept up to date about the work of SYP
- Oversight and maintenance of the SYP website including writing professional, accurate copy and materials for the SYP website.

- Creating communications to engage a variety of external audiences, including partners and stakeholders (eg local and national government, charities etc).
- Supporting MSYPs to speak about SYP at external events.
- Evaluation of all SYP Communications activities.
- Design for the Scottish Youth Parliament (using Canva, InDesign or similar) and/or working with external agencies.
- Taking responsibility for the media mobile phone and providing out of hours support for media enquiries.
- Managing all inquiries relating to agreed SYP communications and campaigns from internal and external sources.

Campaigns:

- Developing campaign activities and resources for MSYPs to use in their local and national voluntary organisation work.
- Advising MSYPs on how to campaign for change, on basis of SYP's policy positions
- Working with colleagues to prepare campaign strategy documents they are briefed and able to deliver SYP messages.

Other duties:

- Working closely with trustees and the staff team to deliver the Scottish Youth Parliament's wider objectives.
- Managing your time effectively and productively, including multi-tasking and efficient prioritisation.
- Working closely with colleagues to develop links and leads to relevant external contacts and organisations.
- Working flexibly on occasions, including weekend work on three occasions per year and other events as required.

The above list of duties is not exhaustive.

PERSON SPECIFICATION

	Essential	Desirable	Method of Assessment
Qualifications	<ul style="list-style-type: none"> • Good general education and relevant experience 	<ul style="list-style-type: none"> • Undergraduate degree or relevant experience in a related discipline such as politics, public policy, journalism, communications or public relations • Postgraduate qualification in a related discipline 	<ul style="list-style-type: none"> • Application form • Interview
Career Experience	<ul style="list-style-type: none"> • Expert communicator on social media in a professional capacity • Experience of working with the national and local print media, in addition to broadcast and online distributors • Understanding and hands on experience of delivering internal communications • Demonstrable experience of working under pressure and handling crisis communication situations 	<ul style="list-style-type: none"> • Experience of working with young people, particularly in communicating with young people • Experience engaging with young people via social media • Experience of working within a membership organisation • Experience of working across several distinct strands of work • Evaluation of media strategies • Development and delivery of campaigns 	<ul style="list-style-type: none"> • Application form • Interview

Skills and Abilities	<ul style="list-style-type: none"> • Ability to deliver agreed outcomes • Excellent written and oral communications skills • A highly developed attention to detail • Impeccable grammar and spelling • Proofreading abilities • Exceptional teamwork skills and strong interpersonal skills 	<ul style="list-style-type: none"> • Confident public speaking 	<ul style="list-style-type: none"> • Application form • Interview
Knowledge and Understanding	<ul style="list-style-type: none"> • Knowledge of the political structures in Scotland • Knowledge of issues surrounding young people • Knowledge of public relations and communications techniques 	<ul style="list-style-type: none"> • Knowledge of current policy affecting young people • Knowledge of design 	<ul style="list-style-type: none"> • Application form • Interview
Other	<ul style="list-style-type: none"> • A passion for the views of Scotland's young people and facilitating change • Willingness to work evenings and weekends • Willingness to travel around Scotland • A flexible approach 		<ul style="list-style-type: none"> • Application form • Interview