Media and Communications Manager (Fixed term)

Overview

As our Media and Communications Manager within the Business Development Team, you will be instrumental in communicating our messages and marketing our organisation's activity and fundraising campaigns to tackle social isolation and loneliness.

Your expert storytelling will clearly articulate the life-changing impact of Carr Gomm's work, and you will be committed to ensuring that we refine and develop our messaging for both internal and external audiences using both traditional and new media. You will raise our profile.

You will play a pivotal role in supporting Carr Gomm to inform and influence public policy and the perceptions people have about what good person-centred social care is. You will proactively scan policies and local and national conversations on social care, engaging constructively with decision-makers and the public to communicate the expertise and experience of Carr Gomm and people we support.

This is a dynamic role in which you will never settle for '*good enough*' but will always prioritise effectively in an ever-changing environment. You will appreciate that there is always capacity to innovate, improve, develop and stretch targets in the pursuit of a more equitable society in which people can lead full and positive lives as active citizens.

Responsibilities & Success Factors

Reporting to the Senior Operations Manager, you will be responsible for leading Carr Gomm's communications and marketing activity through our agile approach.

Success in this role includes:

- Effectively communicating strategic messages to target audiences leading to an increase in well-informed job applicants, employees, donors, colleagues and stakeholders..
- Being aware of, and positioning us to influence national social care policies and initiatives.
- Writing tender and grant submissions
- Developing and managing our communications and marketing campaigns in-line with our Strategic Plan, including overseeing Carr Gomm's social media strategy, website and marketing materials to proactively promote our services.
- Effectively working with colleagues from throughout the organisation to inform internal and external communications.

This list is by no means exhaustive; rather it gives a flavour of the joy that can be achieved in this multi-faceted role. Experience within social care is beneficial, but not essential. Travel throughout Scotland may be required.

What we are looking for...

Successful Media and Communications Managers come from different backgrounds and have a range of work and life experiences. All are creative, have a keen eye for detail and a flair for engaging and relating to people, whilst sharing our values of respect, interdependence, choice, control, openness and honesty.

In our eyes, the best Managers are creative, tech-savvy, results-driven, positive, self-motivated team players who are wonderful ambassadors, analytical thinkers, excellent storytellers, and passionate world changers. We expect you to proactively plan and prioritise multiple projects simultaneously and be an inspirational project leader and team member. You will have significant experience of communications and marketing, project and campaign management, social media management, and an awareness of the wider social care policy landscape in Scotland.

Your benefits will include:

- £37,261.38 per annum
- 35 days holiday per year, increasing to 40 days with length of service
- Enhanced maternity, paternity, adoption, and sick leave
- A Defined Contribution pension scheme, with incremental employer contributions
- Access to the Carr Gomm App: which includes free physiotherapy, health coaching and counselling
- Free Blue Light Card (giving access to thousands of discounts and promotions)
- Membership of a credit union
- Cycle to work scheme; and more!

We imagine that you will be engaged in the following activities…

- **Communications & Marketing**
  - Leading the production of all marketing and communications materials, including our magazine, Strategic Plan and Impact Report.
  - Leading our social media engagement and maximising the impact of our website.
  - Project management and campaign development, implementation and impact reporting.
  - Maximising advertising budget/expenditure and reporting.
  - Supporting the development of engagement activity and building relationships with key stakeholders.

- **Fundraising**
  - Working with colleagues to submit outstanding grant applications
  - Motivating, facilitating and inspiring fundraisers, donors and partners, including through specific campaigns.
  - Supporting the development of relationships with corporate partners.
  - Highlighting the impact of our fundraised projects through all appropriate media.

- **Statutory Procurement & Environment**
  - Position us to influence social care national policies and initiatives.
  - Drawing on a wide range of information sources to ensure all marketing, communications, proposals and tenders are well evidenced and clearly articulated.

- **Business Development Team**
  - Promoting a responsive, creative, committed and mutually supportive atmosphere, and a culture in-line with the philosophy and values.
  - Managing and leading a team of marketing, media and communications officers.
  - Supporting the team to operate flexibly and responsively to changing requirements.
  - Ensuring communications and marketing processes and procedures are documented, understood and fit-for-purpose.