



BRITTLE BONE SOCIETY

JOB DESCRIPTION

Post: Communications Officer
Location: Head office-Dundee
Reports to: Chief Executive

Responsibilities

Assist the CEO with the implementation of the Charity's overall communication strategy.

To manage the busy external communications calendar and ensuring we are delivering high quality and engaging content that helps offer support to our community and informs our funders that we are measuring our impact.

Identifying and maximising opportunities.

Work with all staff to place the charity's profile in a strong position (brand presence).

Ensure all relevant responsibilities are taken and our in house charity agreed processes are followed.

Content

Writing publicity content such as press releases, newsletters, speeches, website copy and leaflets.

Design for all communications ie, forms, electronic newsletters, annual review, event programmes, questionnaires etc.

Media and Digital Media

Create graphics suitable for social media posts and recording and editing tik toks etc.



Maintaining and updating of content for Charity's website, Facebook, twitter posts, Instagram, LinkedIn, tiktok and public communications.

Monitoring and responding to feedback from the media and the public about the organisation on traditional and digital channels.

Keep abreast of press and news channels and latest in Digital technology.

Campaigns and Events

Liaise with staff on current media, fundraising and other campaigns.

Mindful of sensitivities and reputation and overseeing development and delivery of related content or campaigns.

Assist with ideas for preparation of fund-raising material/collateral and presentations.

Work with staff on preparation for events planning, and attend events when necessary.

Reports

Performing market research and analysing the company's audience and its needs (google analytics).

Reporting regularly to the CEO and reporting for the Trustee Board at least 4 times per year – including analytical reports e.g. google etc.

Assist with other duties as appropriate.



Essential working relationships for the role are:

Internal relationships:

- Reporting to the CEO
- Working closely with Support Development Officer (SDO)
- Work with Admin Officer
- Report into certain of the Trustee Board personnel.
- Engaging with staff at all levels to provide communication support.

External relationships:

- Engaging with industry stakeholders to help identify and create stories for funders e.g. Motability (wheelchair grant provider)
- Working closely with SDO to capture strong stories from our community about the support we have enabled e.g. case studies
- Liaising with media when need arises
- Engaging with appointed suppliers and contractors for projects e.g. for family and other conferences to ensure Tech equipment is properly booked and installed re our schedule.
- Acting as a representative of Brittle Bone Society at family and individual support/education events, at healthcare conferences and other events that the charity are involved with.
- Occasionally deal with individual members e.g. to ingather commissioned articles etc. Check with medics on approved biographies for publications etc.

Knowledge, Skills and Experience

- Strong communication and interpersonal skills
- Strong IT skills and a knowledge of social media platforms



- Knowledge of software such as wordpress, google analytics, mailchimp, canva, adobe as well as all Microsoft office packages
- Good team player
- Ability to plan and prioritise effectively
- Demonstrate enthusiasm, keenness, interest and a desire to learn as much as is helpful about the nuances of the condition we support.
- Fully competent in all areas of communications, specifically: Planning, delivering and evaluating campaigns using earned, owned and paid media and channels.
- Copywriting – making technical information easy to understand
- Media relations and identifying opportunities to secure media coverage
- Strong planning and organisational skills to manage a busy communication calendar
- A degree or professional qualification in a related discipline, or significant relevant and worked experience in a similar scaled role

Every role at BBS is vital and each person in the team is needed. The competency levels for this role are:

- Growing Expertise – Seeks out opportunities to develop and expand knowledge base.
- Embracing Change – Shows ability to adapt to change
- Building Relationships – Builds links with others to develop and deliver the best solutions
- Achieving Results – Overcomes challenges to achieve quality results
- Influencing with Impact – Communicates complex messages

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This job description is intended only as a guide to the main responsibilities and is in no way intended to restrict any individual in the performance of other duties as required by the Society.