



Information for applicants

Post: Communications Officer

Date: January 2025

This pack will provide all the information that you need to apply for the above role, including the job description, terms and conditions, how to apply and the details of the recruitment process. You can use the contents below to link directly to each section, or scroll down to read the full pack.

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1. This role: Communications Officer

a) Job Description

Accountable to: Senior Communications Officer

Location: Children in Scotland's office is in Edinburgh and this will be your official contracted place of work. We have introduced hybrid working based on trust and flexibility. As long as business needs are met, individuals have flexibility in terms of where they work.

About Us

Giving all children in Scotland an equal chance to flourish is at the heart of everything we do. By bringing together a network of people working with and for children, alongside children and young people themselves, we offer a broad, balanced and independent voice. We create solutions, provide support and develop positive change across all areas affecting children in Scotland. We do this by listening, gathering evidence, and applying and sharing our learning, while always working to uphold children's rights.

Our range of knowledge and expertise means we can provide trusted support on issues as diverse as the people we work with and the varied lives of children and families in Scotland.

Our Values

Our values set out Children in Scotland's beliefs and qualities. They have been shaped by our staff, board, children and young people in our advisory group Changing our World, and our members. We use them to guide how we work and as a way of keeping us accountable.

Strengthening equality, diversity and inclusion is an overarching commitment that informs all our values.

- **Brave**
We are champions of children's rights. We take a lead in empowering children and young people and improving lives. We do this with creativity and determination.
- **Open and fair**
We are committed to accessibility and honesty. We share our learning, evidence and new ideas. Integrity, balance and respect underpin everything we do.
- **Collaborative**
We believe in inclusion and we work in partnership. The participation of children, young people and their families, our staff, members, the workforce and our wider network inspires us and is central to achieving our vision.
- **Kind**
We care about people and the environment, and the impact our work has on both. Empathy and trust are key in our approach and how we connect with others.

All staff are expected to embody our values across all activities.

Our Strategic Priorities

As an organisation, Children in Scotland has five main strategic priorities. These are outlined below. In your role you will contribute to all five of these.

- To champion the participation and inclusion of children and young people.
- To ensure that support for children, young people and their families is appropriate, available and accessible.
- To challenge inequalities.
- To lead and develop the children's sector workforce.
- To continue as a sustainable organisation.

More information can be found at childreninscotland.org.uk

The Communications & Marketing Team

The Communications & Marketing team is part of the Engagement & Learning department which consists of the:

- Communications & Marketing team
- Learning & Events team
- Membership Service
- Senior Business Development Officer

A Children in Scotland structure chart is [available on the website](#).

The Communications & Marketing team provides a core service to the organisation in accordance with our Strategic and Delivery Plans, while also being responsive to the needs of the children's sector and our network.

It operates proactively with a focus on audience-building and quality and creativity in all communications activity.

The team is responsible for a wide range of activities including:

- Our website and email communications
- Content marketing
- Media engagement
- Internal communications
- Social media activity
- Project communications
- Our member publication, *Insight*, available in print and online
- Marketing activities around the organisation's income generation offerings, including the Learning Programme campaigns.

The Role

Working in a busy and deadline-driven environment, the Communications Officer will focus on content creation – web and social media content, press releases and publications, including our bi-annual *Insight* publication for members. As part of core communications activity, you will also cover marketing, media engagement and any other activities requiring communications expertise.

Key Responsibilities

1. Operational

- Contributing to the development of the strategic plan and/or service plan, and delivery of the service/team activities.
- Delivery and evaluation of Children in Scotland communications to a high standard, including copywriting and proofreading, in line with our brand, values and approach to accessibility
- Contributing to core communications activity including:
 - Contributing to press and media activity
 - Contributing to in-house Children in Scotland publications and commissioned / project reports and publications
 - Marketing of Children in Scotland activities
 - Delivery of digital engagement, including contributing to the management of Children in Scotland's social media channels
- Leading on content creation and the *Insight* publication including:
 - Content planning, copywriting, editing, proofing and production management of the bi-annual *Insight* publication
 - Planning marketing activity, including working with the Senior Communications Officer to raise awareness of *Insight* as a key member benefit
 - Producing website content including news and blog articles
 - Using evaluation, feedback and effective marketing, work to increase circulation and readership of *Insight* and / or web content
- Contributing to the creation and management of contracts for external partners and contributors

2. Financial

- Working with the Senior Business Development Officer to generate income via advertising
- Supporting the Manager with their financial responsibilities in line with agreed budgets
- Working with the Manager, Head of Department/Leadership team representative, contributing to income generation opportunities as required.

3. Leadership

- Contributing to and supporting the development and wellbeing of the team and individual staff
- Representing the Communications & Marketing team on Children in Scotland working groups and meetings as required
- Contributing to the Communications & Marketing team's support of other Children in Scotland teams and service/project delivery.

4. Monitoring, evaluation and reporting

- Supporting improvement in our processes and approaches, learning from monitoring and evaluation findings
- Contributing to internal and external reporting including team, department, Leadership Team, Board and funder requirements as required.

5. Internal activities

- Contributing to ensuring the Communications & Marketing team's adherence to Children in Scotland's practices, policies and procedures
- Contributing to ensuring the principles of equality and diversity are promoted

- and embedded throughout all organisational activities
- Engaging with internal communications processes, ensuring colleagues are aware of team / service activities
- Championing Children in Scotland's internal communications, playing an active role on our All-staff Teams channels to secure relevant marketing content
- Contributing to the promotion of children and young people's participation and engagement
- Maintaining awareness of Children in Scotland's policy positions.

6. External activities

- Developing and maintaining effective working relationships with partners and other key stakeholders.
- Remaining up-to-date on key issues and activities pertinent to the Communications & Marketing team and wider organisation.
- Contributing to external communications as agreed.

7. Other

- This post will require attendance at some in-person meetings.
- This post will also require occasional travel across different areas of Scotland and may also require attendance at events with occasional overnight stays.

Job descriptions do not reflect the complete role and do not provide an exhaustive list of duties. Post holders are expected to carry out other activities that are within the scope of the role.

b) Criteria

Written in conjunction with the Communications Officer job description, these are the criteria for the post.

They are not in any priority order.

- A journalism qualification and / or substantial related experience in writing, content creation, copyediting and proofing to a high professional standard
- Experience of delivering communications and marketing activities across digital (website, social media, e-comms) and print outputs within accessibility and organisational brand guidelines
- Ability to work both independently and in partnership with internal colleagues and external stakeholders, demonstrating leadership on communication and marketing plans and activities
- Experience of responding to and / or coordinating media requests, and contributing to a positive media profile
- The ability to effectively plan work and use project management methodology to meet agreed timescales and objectives
- A commitment to using communications channels and activities to provide a platform for the voices of children, young people, families and those with lived experience
- An understanding of the importance of organisational values and an ability to embed them in all activities

c) Competencies for this post

[Please follow this link to see the competencies for this role.](#) The document shows the competencies framework, with those levels relevant to this role highlighted in the table.

The first column in the framework (**level 1**) shows what we are all required to do. It applies to all roles.

The second, third and fourth columns (**levels 2, 3 and 4**) set out what additional behaviours are required of some role-holders because of the nature of their job. The columns are cumulative – everyone does the first, some also do the second, some also do the third too and some also do the fourth.

d) Terms and Conditions

Salary

Starting salary is £30,381, increasing to £31,596.90 after 3 years' service, then to £32,860.78 after 5 years' service. [See detail of our salary structure here.](#)

Hours

You will be employed on a part time basis working 3 days, 21 hours of a 35 hour week. Central business hours are 9am to 5pm, and Children in Scotland's functions must be fully available between these times. Staff can choose to work their contracted hours between 7am and 7pm, in accordance with our flexitime policy and business need.

Annual leave

- 32 days annual leave per full time equivalent staff member including public holidays, plus
- compulsory closure of offices between end of December and start of January each year inclusive (approximately 8 days every year), plus
- 3 days additional leave after 3 years' service and a further 2 days additional leave after 2 more years' service (therefore 5 additional days in total after 5 years' service)¹

Sick leave

Sick pay relates to length of service. Details are available on request.

Pension

Children in Scotland offers a pension scheme which is reviewed by the Board on a triennial basis to ensure the funds are performing well and management costs are reasonable in comparison to the rest of the sector. Employees will be contractually enrolled into this scheme, making a minimum contribution of 3% of their qualifying earnings, with Children in Scotland contributing 6%. These contributions are subject to review by the Board. Employees may opt out of this contractual enrolment at any time by notifying the Head of Finance and Central Services. Children in Scotland operate a salary exchange for pension scheme and staff can elect to join this should they wish to.

¹ Effective from the 1st of January following anniversary with Children in Scotland

Criminal Convictions

All interviewees are requested to complete a Self-Disclosure statement. Appointment to the post is subject to a satisfactory Disclosure certificate (Basic level) being issued by Disclosure Scotland (and/or similar document by relevant overseas authority). Continuing employment will be subject to satisfactory Disclosure certificates being issued by Disclosure Scotland every two years following the appointment. Where the contents of a Disclosure certificate (or similar document) are not satisfactory, Children in Scotland reserve the right to withdraw the offer of employment/terminate employment. Children in Scotland will regularly assess the post in relation to the level of Disclosure Scotland certificate required and reserves the right to request an alternative level of disclosure in the future in line with changes in legislation or of the work carried out by the post holder.

Eligibility to work in the UK

Successful candidates will be required to produce proof of their eligibility to work in the UK.

Qualifications

Successful candidates will be required to produce original certificates for verification of qualifications.

Probation

There is a probationary period of 6 months.

Notice

8 weeks in writing

e) Closing date

9am on Tuesday 7 January 2025

f) Interview date

Wednesday 15 January 2025

Interviews will take place at the Children in Scotland office, based at Thorn House, 5 Rose Street, Edinburgh, EH2 2PR.

We are also able to arrange online interviews if you are unable to attend in person on the day.

2. Application form and Equality and Diversity Monitoring form

Please complete the application form by following the link below and completing the form via Microsoft Forms. This form can be completed in one go or partly completed and returned to over several sessions. Answers can be added and edited up to the point you submit the form, provided you are completing the form using the same device and the same browser throughout.

Please click here to access the application form for this vacancy:

<https://forms.office.com/e/3FaJtqyQDM>

You can find a PDF of the full application here: <https://childreninscotland.org.uk/wp-content/uploads/2024/12/Application-Form-PDF-CO-1224.pdf>

If you have any problems completing or returning the form electronically, please do not hesitate to contact us by e-mailing recruitment@childreninscotland.org.uk.

3. Acknowledging receipt of applications

We will acknowledge all applications by email on the closing date. If you are unsure whether your application has been submitted through Microsoft Forms, please contact recruitment@childreninscotland.org.uk

4. For further information/questions

For questions relating to the recruitment process, please contact recruitment@childreninscotland.org.uk.

For questions relating to the post, please contact Julie Thomson, Communications and Marketing Manager, at jthomson@childreninscotland.org.uk.

5. Essential information for applicants

a) Equality statement and valuing diversity

Children in Scotland values the contribution made by all members of staff, whatever their background. Our recruitment decisions are based on fair, open processes, with appointment on merit. We welcome applications from everyone.

Children in Scotland recognises that the promotion of equality, diversity and human rights is fundamental to good governance and management practices, and that this practice supports Children in Scotland to achieve its strategic outcomes.

We are committed to creating a culture in which equality, diversity and human rights are actively promoted and discrimination is not tolerated and as such understand our legal duties outlined within the Human Rights Act 1998 and the Equalities Act 2010.

Promoting equality, diversity and human rights is one of the cornerstones of Children in Scotland's functions and we strive to ensure these principles are embedded throughout our policies and practice.

b) Adjustments for application and interview

Disabled candidates may face additional challenges or accessibility barriers in the recruitment process that can be alleviated with adjustments.

Our application form is a survey created in the SurveyMonkey platform. Please let us know if you have problems completing your application in this format, or if you require any documents in an alternative format. You can email us at recruitment@childreninscotland.org.uk.

Should you be invited to interview, we wish to ensure that all facilities necessary to enable you to participate fully in the interview and any other assessment exercises are available to you. When inviting you to interview we will ask you if you have any specific requirements. We do not ask for this information in the application process.

If you feel you wish to discuss requirements or share details with us you can let us know at any stage in the recruitment process, by emailing recruitment@childreninscotland.org.uk. Details of any request will only be shared in order to put any adjustment in place and with your consent.

c) The application process

C.V.s will not be considered. Please complete the application form via the link provided in section 3 below. The form highlights parts of the form that will be removed prior to sharing the application with the shortlisting panel. None of the information contained in those sections will be taken into consideration in the shortlisting process.

While completing the application form you will be asked to provide examples to demonstrate how you meet the criteria.

We would like you to use the STAR technique to support your responses relating to the criteria:

- Situation – the context
- Task – what were your aims / objectives?
- Action – what did you personally do?
- Result – what was the result?

Your responses relating to the criteria will form the basis for shortlisting for interview. Please ensure that any previous employment, voluntary work or qualifications that you refer to in your examples are detailed in the relevant section of the application form.

d) If shortlisted for interview

Should you be shortlisted and invited to interview, the interview panel will be looking for evidence that you hold the competencies required for the role. The competencies required will form the base of questions at the interview and the STAR technique (detailed above) will be used by the interview panel. Please apply this technique in your responses.

In most instances, the recruitment assessment will also involve other form/s of assessment such as a presentation or written test. Details will be provided if invited for interview.

e) Eligibility to work in the UK and verification checks

We will carry out a verification check with candidates shortlisted for interview before the interview takes place. Shortlisted applicants will be required to produce:

- proof of eligibility to work in the UK,
- proof of identification,
- proof of home address,
- if relevant, any qualifications deemed essential (see criteria).

Details will be provided with the invite to interview and verification checks will be carried out prior to the interview, on the day of the interview.

Please note that for this role we require all candidates to be eligible to work in the UK and are unable to sponsor candidates who are not already eligible.

f) References

The application form requests contact details for two people willing to act as referees. At least one of the referees should be relevant to your current or most recent employment. They should have had some managerial responsibility for your work although we accept that, for some employers, it is policy for Human Resource Departments to provide references.

Our policy is to request references prior to interview for all shortlisted candidates, unless there are circumstances where the candidate prefers us not to make contact (e.g. current line manager). We would like to be able to contact at least one of the two referees prior to interview. Please indicate on the application form whether we can contact your referees prior to interview.

If you have difficulty in obtaining an employer's reference, for example if you are a student or returning to work after a long period of absence, please provide details in the space provided. If this is your first employment a tutor's reference or similar will be acceptable. References regarding unpaid positions will be welcomed.

Referees should not be colleagues, subordinates, relatives or friends.

Referees will be provided with a copy of the job description, criteria and competencies required for the role.

For successful candidates references may be verified by contacting the referee or another appropriate person from the referee's organisation.

g) Disclosure Scotland

Children in Scotland carry out Disclosure Scotland checks for all posts. The level of disclosure required for this post is detailed in the terms and conditions below. If you are invited to interview, we will share a self-disclosure form for you to complete in advance of the interview. A Disclosure Scotland check will be requested for the successfully appointed candidate.

Details on policies relating to disclosures and criminal convictions are detailed below in the Additional Documents section.

h) Equality and diversity monitoring

Children in Scotland is committed to achieving equality of opportunity and monitors the effectiveness of its Equality, Diversity and Human Rights Policy. To do this we ask applicants to complete the monitoring form. These forms are separated from the application form before shortlisting. The information is confidential and is not seen by the shortlisting panel or the interview panel. It will only be used by the Human Resources team to monitor our recruitment and selection process.

j) Starting Salary

All new starts with Children in Scotland will start on the entry level salary for that post. Increases in salary are based on length of service, with increments being awarded after 3 and 5 years. Please see Terms and Conditions for the salary level and increments for this post. In addition to this, a cost-of-living increase will be added to the whole scale on 1 April each year, dependent on budgets.

k) Additional benefits

Other benefits include:

- Up to 21 hours per full time equivalent per year for volunteering
- Up to 21 hours per full time equivalent per year for education, study and/or training
- Hybrid working based on trust and flexibility. As long as business needs are met, individuals have flexibility in terms of where they work.
- Flexible working: staff can choose to work their contracted hours between 7am and 7pm, in accordance with our flexitime policy and business need.
- 6% Employer Pension
- Death in Service benefit of 3 times your annual salary tax free

6. Children in Scotland

a) Vision and Values

Our Vision

All children in Scotland have an equal chance to flourish.

Our priorities

- Children and young people's views will be listened to, taken seriously and acted upon
- We will deliver quality services that support children, young people, parents, carers and professionals
- We will maintain and build on a strong and effective network with a vibrant membership at its core
- We will lead and develop the children's sector workforce
- We will influence policymakers to deliver on our Manifesto priorities
- We will be an environmentally and financially sustainable organisation

Our values

Our values set out Children in Scotland's beliefs and qualities. They have been shaped by our staff, board, children and young people in our advisory group Changing our World, and our members. We use them to guide how we work and as a way of keeping us accountable.

Strengthening equality, diversity and inclusion is an overarching commitment that informs all our values.

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- **Kind**
We care about people and the environment, and the impact our work has on both. Empathy and trust are key in our approach and how we connect with others.

b) Competencies for Children in Scotland

Job descriptions and objectives lay out what needs to be done.

Competencies are skills / behaviours / attributes required for an individual to perform effectively in their role. They lay out how a job should be done.

Our competency framework describes and defines each individual competency and

- Gives clarity on what behaviours and actions will be required, valued and recognised;
- Helps managers and staff plan professional development;
- Encourages consistency across the organisation; and
- Informs recruitment (by setting out what is required of a role-holder).

7. Additional documents (available on website)

- Equality, Diversity & Human Rights Policy
- Data Protection Policy
- Policy on Recruitment of Ex-offenders
- Policy on Secure handling, use, storage and retention of disclosure information
- Self disclosure statement

[Click here to access these documents via our website.](#)