



## JOB DESCRIPTION and PERSON SPECIFICATION

### 1. JOB IDENTIFICATION

Job Title: Communications Manager

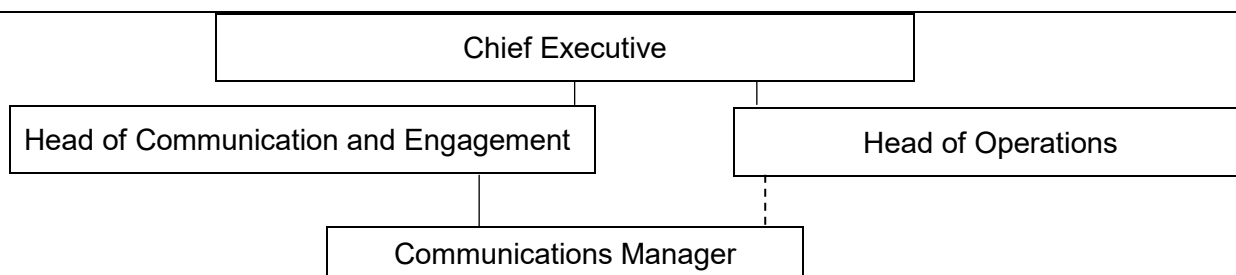
Reports to: Head of Communication and Engagement

Place of Work: Head Office, Deephaven, Evanton

### 2. JOB PURPOSE

Reporting to and working closely with the Head of Communication and Engagement, you will plan, implement and manage the organisation's communications and marketing strategy and plans, committing to, and in line with the Christian mission, vision and values of the organisation. You will facilitate and inform Blythswood's engagement with our stakeholders and audiences across the UK – raising the profile of our national and global activities.

### 3. ORGANISATIONAL POSITION



### 4. ORGANISATIONAL OBJECTIVES

With its head office in the Highlands of Scotland, the charitable purposes of Blythswood are:

- the advancement of the Christian religion
- the relief of sickness and financial hardship and the promotion and preservation of good health, and
- the promotion of education, particularly in the understanding of the Christian religion, by the printing, publishing, production and distribution of Christian literature and literacy materials.

In brief we aim to see God transforming lives through Christian care.

### 5. MAIN TASKS, DUTIES AND RESPONSIBILITIES

This is a group-wide role that involves developing consistency of practice and procedure across the entire Group (which includes Blythswood Care and its subsidiaries, Blythswood Trading Ltd and Blythswood Ireland Ltd.) and all its personnel (including paid staff and volunteers). The key accountabilities include:

- Project manage marketing, design and communications activities, from brief to evaluation, that support the delivery of Blythswood's mission, vision and values and are in line with our Christian ethos.
- In order to effectively promote the charity's mission, engage with supporters, and drive donations, you will prepare and execute comprehensive digital marketing plans that will encompass both Blythswood Care and Blythswood Trading activities. The plans will serve as a roadmap, outlining strategic objectives, target audiences, key messaging, and tactics to be implemented across various digital channels such as the website, social media platforms, email campaigns, and digital advertising. You will ensure that, at all times, the content of all communications is relevant to the Christian mission and ethos of Blythswood.
- Contribute to income generation in support of the fundraising objectives and fundraising targets.
- Contribute to increasing the number of supporters and donors, increasing levels of awareness, reaching and engaging new audiences and existing audiences in fundraising and funding.
- Support the implementation of the yearly Blythswood Operations Marketing Plan with particular regard to the Blythswood Shops Facebook page e.g. adding photos, posts of items for sale in Blythswood shops and answering messenger queries in a timely manner.
- To build excellent working relationships with all staff and volunteers of Blythswood Care and other key stakeholders by developing an in depth understanding of their work, working collaboratively, acting as a key point of contact within the communications team and ensuring all communications support Blythswood's brand, reputation and Christian mission. An understanding and commitment to the Christian faith are essential for effective engagement with our stakeholders.

The main tasks and responsibilities can be summarised under the following headings:

### **Website**

To oversee the development, maintenance, and optimisation of the organisation's online presence, including curating and publishing content, always in keeping with our Christian mission. Responsibility for implementing SEO strategies to improve visibility and engagement, as well as monitoring analytics to track performance and identify areas for improvement. To refine the website's content strategy and technical infrastructure to enhance brand consistency, drive traffic, increase support and donations and foster meaningful connections with supporters.

### **Digital Marketing**

To develop and implement comprehensive strategies to enhance the organisation's online presence and drive engagement and support. Leveraging various digital channels, including email marketing, content marketing, search engine marketing (SEM), and social media engagement, to reach target audiences. You will be responsible for creating compelling messaging and content, always in line with our Christian ethos, and analysing key performance indicators (KPIs) where you will continually refine campaigns to optimise results and ROI.

### **Printed Media**

Working with the Head of Communications and Engagement, Christian Literature Coordinator and donor support team to plan and implement a direct marketing content strategy for the regular communication with supporters and donors, to include printed Blythswood News, fundraising appeals and Christian prayer and appeal communications. You will ensure our communications are always rooted in the Bible's teachings (as understood in the Blythswood vision, values and mission). Ensure competitive tendering for all items of expenditure relating to internal and external communications and maintain financial reports analysing and reporting on the success of appeals and campaigns.

### **Brand Guidelines**

In conjunction with the Head of Communications and Engagement, ensure that all communications, materials and stationary, shops and vehicles follow the brand guidelines consistently as directed and

agreed by the Board of Trustees and Chief Executive and maintain brand identity across all media including ensuring a strong clear message about what we do and why.

**Communication with Supporters, Donors, Staff and Volunteers**

To oversee external communication including media relations, public announcements, and stakeholder engagement and responsible for maintaining effective internal communication to ensure alignment, transparency, and collaboration among team members.

**6. COMMUNICATIONS AND RELATIONSHIPS**

**Within the Group**

1. Ability to work collaboratively across departments and service areas within Blythswood Care within the UK and overseas
2. Building a strong and supportive relationship and communicating effectively with all Group personnel

**Outside the Group**

3. At all times presenting a professional image in a courteous manner which promotes a positive perception of the Group
4. Maintaining good working relationships with statutory agencies and other voluntary organisations with which the Group is involved

**PERSON SPECIFICATION**

**7. QUALIFICATIONS, SKILLS AND EXPERIENCE**

Essential	<ul style="list-style-type: none"> <li>• Degree or other professional qualification in relevant field</li> <li>• Minimum of five years' marketing and/or communications experience</li> <li>• Experience of managing, delivering, and measuring projects and marketing campaigns across print and digital communications</li> <li>• Analytical skills with ability to communicate facts and statistics in simple terms</li> <li>• Experience of analytics reporting (such as those utilised by Google, MailChimp, Survey Monkey)</li> <li>• Familiarity with all social media channels, driving consistent messaging through campaigns</li> <li>• Skilled in design with graphics software</li> <li>• Awareness of copyright law for image use, industry standards, data protection and relevant codes of practice</li> <li>• Experience of working with in-house teams, external agencies, and managing suppliers</li> <li>• Ability to work both autonomously and as part of a team</li> <li>• Excellent people skills with an ability to build strong relationships quickly with a range of stakeholders</li> </ul>
Preferred	<ul style="list-style-type: none"> <li>• Experience of e-commerce, content management systems</li> <li>• Experience of working in Third Sector/charity context</li> <li>• Experience in creating and editing video content</li> <li>• Able to demonstrate ongoing professional development</li> </ul>

## 8. OTHER REQUIREMENTS

- There is a Genuine Occupational Requirement that the post holder (A) is a mature Christian, (B) with a firm local church commitment, (C) who can fully subscribed to the charity's Statement of Faith and (D) has a lifestyle which is consistent with the Biblical guidelines
- Strong team player
- Able to work under own initiative and follow directions from the Head of Communications and Engagement
- The role may involve some travel throughout the UK and abroad, for the purposes of marketing and communications, representing the charity and its work, and understanding the wider work of the charity in the UK and overseas
- Confidential, tactful and diplomatic
- Committed to working within the organisation's agreed values framework
- Conduct morning prayer, worship and devotions at Head Office from time to time
- Welcoming and friendly personality
- Clean driving licence

The list of main tasks, responsibilities and duties in Section 5 is not intended to be exhaustive. It highlights the main tasks of the post. It may be necessary for the Communications Manager to undertake additional duties which might reasonably be expected within the post and which form part of the function of the post.

All Job Descriptions are subject to review on an annual basis or as a result of

- a change of strategic management
- changing team/operational requirements
- agreed staff development and appraisal needs and objectives.

## 9. JOB DESCRIPTION AGREEMENT

I agree that the above Job Description is an accurate reflection of my duties and responsibilities at the date of signing.

Job Holder's Name (please print):

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Job Holder's Signature:

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Manager's Name (please print):

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Manager's Signature:

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Date: .....

Date: .....