



JOB DESCRIPTION and PERSON SPECIFICATION

1. JOB IDENTIFICATION

Job Title: Communications Officer

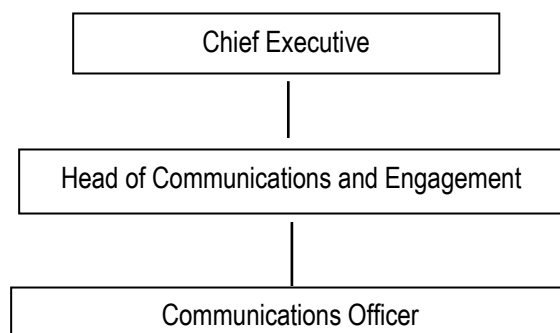
Reports to: Head of Communication and Engagement

Place of Work: Head Office, Deephaven, Evanton

2. JOB PURPOSE

Supporting the Head of Communication and Engagement, you will assist in planning and implementing the organisation's communications and marketing strategy and plans. You will be committed to, and in line with, the Christian mission, vision and values of the organisation. You will help to support Blythwood's engagement with stakeholders and audiences across the UK, contributing to efforts that raise the profile of our national and global activities. You will have the opportunity to gain experience and develop skills through a training programme, in this developing role, with the aim of progressing into a management position in the future.

3. ORGANISATIONAL POSITION



4. ORGANISATIONAL OBJECTIVES

With its head office in the Highlands of Scotland, the charitable purposes of Blythwood 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 focuses on assisting with the implementation of consistent practices and procedures 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:

- Support the coordination of marketing, design, and communications activities, from brief to evaluation, ensuring they align with Blythswood's mission, vision, values, and Christian ethos.
- Prepare and execute digital marketing plans to effectively promote Blythswood Care and Blythswood Trading. These plans will help engage supporters and drive donations by outlining objectives, target audiences, messaging, and tactics across digital channels like the website, social media, email campaigns, and digital advertising. Ensure that communications reflect Blythswood's Christian mission and ethos.
- 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 assist in the development, maintenance, and optimisation of the organisation's online presence, including creating and publishing of content in line with our Christian mission. Help implement SEO strategies to improve visibility and engagement, and monitor analytics to track performance. Collaborate on refining the website's content and technical setup to support brand consistency, drive traffic, increase donations, and foster connections with supporters.

Digital Marketing

To assist in the development and execution of strategies to enhance the organisation's online presence and engagement. You will work across digital channels, including email marketing, content marketing, search engine marketing (SEM), and social media, to reach target audiences. Additionally, you will help create compelling messaging and content aligned with our Christian ethos and support the analysis of key performance indicators (KPIs) to help refine campaigns for better results.

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 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.

7. 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

8. QUALIFICATIONS, SKILLS AND EXPERIENCE

Essential	<ul style="list-style-type: none"> • Degree or other relevant qualification • Analytical skills with ability to communicate facts and statistics in simple terms • Experience of analytics reporting (such as those utilised by Google, MailChimp, Survey Monkey) • Familiarity with all social media channels, driving consistent messaging through campaigns • Ability in design using graphics software • Awareness of copyright law for image use, industry standards, data protection and relevant codes of practice, or knowledge of where to find the information • Experience of working with in-house teams, external agencies, and managing suppliers • Ability to work both autonomously and as part of a team • Excellent people skills with an ability to build strong relationships quickly with a range of stakeholders • Candidates without all the essential skills and experience will be considered if they are prepared to take on further learning in a relevant field, ie marketing and communications • Able to demonstrate ongoing professional development
Preferred	<ul style="list-style-type: none"> • Minimum of two years' marketing and/or communications experience • Experience of delivering, projects and marketing campaigns across print and digital communications

- Experience of e-commerce, content management systems
- Experience of working in Third Sector/charity context

9. OTHER REQUIREMENTS

1. There is a Genuine Occupational Requirement that the post holder (A) is a Christian, (B) with a firm church commitment, (C) who can fully subscribe to the charity’s Statement of Faith and (D) has a lifestyle which is consistent with the Biblical guidelines
2. 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
3. Committed to working within the organisation’s agreed values framework
4. Conduct morning prayer, worship and devotions at Head Office from time to time
5. 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.

10. JOB DESCRIPTION AGREEMENT

<p>I agree that the above Job Description is an accurate reflection of my duties and responsibilities at the date of signing.</p>	
<p>Job Holder’s Name (please print):</p> <p>.....</p>	
<p>Job Holder’s Signature:</p> <p>.....</p>	<p>Date:</p>
<p>Manager’s Name (please print):</p> <p>.....</p>	
<p>Manager’s Signature:</p> <p>.....</p>	<p>Date:</p>