



**Communications Officer**

**Information for Candidates**

January 2024



[children1st.org.uk](https://children1st.org.uk)

# Hello from the Head of Communications and Marketing

Thank you for considering the role of Communications Officer at Children 1st. With the cost-of-living crisis and statutory services stretched to breaking point, children and families need the media to champion their issues, interests and rights more urgently than ever.

So, if you're a highly experienced communications officer, driven by the desire to make headlines that lead to lasting policy and legislative change, this could be just the role for you.

At Children 1st, our ambition is for every child in Scotland to be safe, loved and well with their family. As a charity we offer emotional, practical, and financial support to help families to put children first and campaign to uphold the rights of every child.

As Communications Officer, you'll play a crucial role in our campaigning work, planning and delivering integrated media campaigns to support the successful implementation of our key policy calls and to position us as a leader of systems change for children and families in Scotland.

You'll build strong relationships with journalists and media outlets across Scotland, delivering a full media relations function to raise the profile of our impact, services, campaigns, policy calls and fundraising activity. Working closely with our children and family services teams you'll support children and families to appropriately and sensitively share their stories.

If you've got a talent for getting to the heart of a story and believe that every child should grow up safe, loved and well, we'd love to hear from you.

If this pack sparks your interest, get in touch for a chat or apply now.

Thank you,

Harriet

Harriet Hall

Head of Communications & Marketing

[harriet.hall@children1st.org.uk](mailto:harriet.hall@children1st.org.uk)



# Meet the Team

Our close-knit team have multiple roles with Children 1st:

- **Strategic development & oversight** of all communications & marketing approaches and channels to target, grow and engage our many different audiences in our charitable purpose.
- **Communications planning, delivery and evaluation** – to ensure our communications & marketing work makes an impact and not just headlines.
- **Content generation and editing** – supporting colleagues with copy-writing, design vision, digital content, video production, media relations and brand expertise.
- **Reactive Communications** – making the most of communications opportunities to share the stories and issues faced by children in Scotland



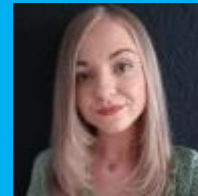
Harriet  
Head of Comms &  
Marketing



You?  
Communications  
Officer



Mary-Jane  
Graphic Designer



Cassandra  
McIntosh  
Media & Marketing  
Lead



Ashleigh  
Media & Marketing  
Lead



Lara  
Media & Marketing  
Assistant



## What the team says about working for Children 1st

“We are a tight-knit team that is welcoming, open and always learning. We support each other and really embody the values of Children 1st.”



“I really enjoy working in communications and marketing at Children 1st. It’s a busy, fast-paced environment with a very supportive team and I find it hugely rewarding to know we’re making a difference to children and families across Scotland.”

# Communications Officer

As a Communications Officer you will offer your specialist advice and support to colleagues, partners and funders at all levels, to support the delivery of our strategic priorities. You will be the named lead for specific project and business areas which require a strong media relations focus, developing, delivering and evaluating media strategies to achieve agreed communications objectives.

In the year ahead, some areas of your key focus will include:

- Increasing understanding of family support as a crucial area of investment to prevent deeper hurt and harm to children;
- Building a campaign for every child to have access to family group decision making before a life-changing decision is made about their future.
- Working with local media to increase families' awareness of the support we can offer.

You'll work right alongside children and families to supportively gather and share their stories to inspire action and influence change.



# Some Questions you Might Have

## Salary, annual leave and benefits

The salary for the role is £33,680 FT (pay review pending). Your holiday entitlement is 40 days (inclusive of 9 public holidays) FTE, a contributory pension scheme (the charity will pay up to 8% of your salary) and life assurance.

## Geography and location

The team is based in Edinburgh with a requirement to travel to other Children 1st locations as required. Some hybrid working may be available.

## Diversity and inclusion

We seek to tackle all forms of discrimination both internally and externally. We recognise that we are not yet as fully representative as we want to be, and we are challenging ourselves to improve every day.

# Recruitment Process and Timetable

**This is a two-way process** - We understand that as well as us assessing you, you'll be assessing us and making important decisions about your future. We've designed a process to help make this as simple as possible.

To arrange an informal chat about the role before applying please email [harriet.hall@children1st.org.uk](mailto:harriet.hall@children1st.org.uk)

**Closing date** – Monday 29 January (5pm)

**Timed Task** – To be completed in your own time in one hour at some point before 05 February

**First Interview (In Person, Edinburgh)** – Monday 05 February. We anticipate that the interview will last about an hour.

**Second Round Conversation (in Person, Edinburgh)** – Date to be confirmed - Informal conversation with Head of Communications & Marketing giving an opportunity for you to ask lots more questions about the role.

Please wear what you feel comfortable in for interview – you do not need to wear formal/business clothing. If there are any reasonable adjustments we can make to ensure the selection process is fully accessible to you please email [harriet.hall@children1st.org.uk](mailto:harriet.hall@children1st.org.uk) . Any requests made will be kept confidential between the recruiting manager and panel members.



# Thank You

We know that applying for jobs takes time and value your interest in Children 1st.

