

Communications Officer, Iriss

Job title	Communications Officer
Reports to	Head of Resources
Salary grade	6
Salary	£30,619 pro rata
Hours	21 hours per week
Location	Hybrid working, our office base is in Glasgow

About Iriss

Iriss supports people, workers and organisations to make social work and social care support work better through evidence based innovation. Iriss is a charity that works across Scotland and our principal funder is the Scottish Government.

About the role

The Communications Officer creates and produces digital content to be used on our website and across our social media platforms.



Who we are looking for

We are looking for someone who can help us tell the story of our work and raise our profile in the sector:

- **Writing:** You are a confident writer, communicating clearly and engagingly in a way that is tailored both to audience and platform.
- **Adapting:** You can take other people's written work and adapt it for different audiences and platforms.
- **Working in a team:** We are a small, busy team that works hard to make best use of everyone's skills.
- **Learning and developing:** You are a problem solver and able to learn new skills, methods and approaches.
- **Diplomacy and customer focus:** We want everyone who comes into contact with Iriss to have a good experience. You are the kind of person who takes pride in doing excellent work and supporting others.

You will have **skills and experience** in:

- **Writing effectively and persuasively for a range of audiences:** This could include writing for the web, writing reports or writing marketing materials.
- **Social media:** You will have experience producing digital content across different social media platforms.
- **Working collaboratively with others:** You will have experience working with colleagues to produce something together.

You will have knowledge of:

- Social media platforms (LinkedIn, Twitter, Instagram etc), email/marketing systems (eg Mailchimp) and website CMS.
- The social work and social care sector.

A typical week in the role

In a typical week in the role, you might be doing the following:

- Scheduling and issuing social media content about a new programme being offered by Iriss.
- Taking the key messages from a colleague's report and adapting them, working with Iriss' digital designer to create engaging video content.
- Writing a newsletter to Iriss' partners updating them on our current work.
- Working on a shared document with the CEO to write a promotional article about Iriss' income generation work.
- Helping a colleague with their social media presence on Twitter.
- Taking part in a project retrospective to understand more about Iriss' work and how to tell the story of what we do.

Main tasks

- Work with colleagues to adapt and use all types of written work into strong content, adapted as required to the audience and platform.
- Promote the Iriss brand and identity through consistent use of logos and other assets.
- Promote the Iriss 'voice through a consistent clear and engaging style of writing and content development.
- Schedule and issue social media content to agreed and flexible timetables, supporting wider sector campaigns as appropriate.
- Assist colleagues to promote Iriss on our core social media accounts and work associated personal accounts.
- Keep up to date on social media trends, tools platform changes and new social opportunities, updating the Iriss management team as required.
- Plan and create engaging and relevant emails to partners on our mailing list.
- Support colleagues with website updates as required.
- Working with relevant Iriss colleagues, monitor and report on social media, email campaigns and web performance.
- Work with the management team to develop marketing communications for Iriss' income generating work.
- Participate in Iriss' monthly team sessions and whole organisation activities.
- Participate in regular support meetings with your line manager, including proactively identifying areas for training, development and support.
- Contribute to evaluation and reporting to funders, partners and the Board.
- Any other duties as required, relevant to the role.

Core Iriss competencies

Teamwork	Uses the right relational approach to work with others to deliver activities.
Planning and organising	Plans and organises work effectively to meet deadlines and manage time well.
Motivation	Focuses effort to achieve positive results, including the ability to work autonomously.
Flexibility	Understands and responds to change in the organisation and is solution orientated.
Initiative	Generates ideas and takes action to solve problems.
Judgement	Makes decisions with the information available and determines priorities.
Creativity	Uses creative thinking and practices to solve problems.
Communication	Is articulate and engaging with a keen attention to detail.
Diplomacy	Ensures everyone that comes into contact with Iriss has a good experience and presents themselves professionally.

How to apply

Please send the following to Sam Ella (Head of Resources) sam.ella@iriss.org.uk by 5pm on the 19th of June.

- A CV and covering letter: your covering letter should set out how you meet the person specification and job description in no more than three pages.
- Links to/examples of two previous pieces of communications/digital content work.

Note: We welcome applications from contractors/freelancers for this post.

Interviews

Interviews will be held on the 29th of June on Zoom with Sam Ella (Head of Resources) and Stuart Muirhead (Head of Programmes).

Access requirements

If you have any access requirements for your interview let us know in your covering letter so we can make sure these are in place for you on the day.