

Communications Manager

An exciting opportunity has become available to join Families Outside as our Communications Manager. We are looking for a proactive, creative individual to lead this work. If you are experienced and passionate about leading our full team through development and implementation of a communications strategy that reflects our Vision and Strategic Aims, then please join us!

About Us:

Families Outside is the only national charity in Scotland that works solely to support families affected by imprisonment. Imprisonment can have a huge impact on the things that matter most to families: money and secure housing, safe and connected relationships at home and in the community, and the emotional health and wellbeing of families. Families Outside is dedicated to providing a range of practical, social, and emotional support to people with someone in prison that are relationship-based, prison-aware, and family-focused.

Role Summary:

- Hours: 28 hours per week
- Contract: 2-year fixed term contract (renewal subject to funding)
- Starting salary: Families Outside Scale Points 38-41 and updated annually subject to appraisal and where funds allow. Starting salary £38,205 pro rata (0.8FTE = £30,564)
- Probation period: A probationary period of 6 months will apply.
- Location: Families Outside Head Office, Edinburgh, with scope for hybrid working

Staff Benefits:

- 25 flexible leave days plus 10 public holidays (pro rata)
- 4% matched contribution workplace pension scheme
- Hybrid & flexible working
- Employee Assistance Programme (Health Assured)
- Cycle to Work Scheme
- Laptop and mobile phone for all staff

The Role:

The purpose of this role is to develop and implement strategic communications plans and increase the visibility and inclusion of families affected by imprisonment. The post holder will be responsible for communications including media relations, digital communications, and developing a strong voice for families in line with organisational aims.

They will:

- Develop and implement a communications and marketing strategy for the whole organisation to increase the engagement, visibility, and inclusion of families affected by imprisonment.
- Increase the volume of families affected by imprisonment and key stakeholders who access the information and support available from Families Outside.
- Develop key messages to ensure Families Outside is the lead national voice on the issues relating to families affected by imprisonment and identify and disseminate priority areas for policy and practice change regarding issues of common concern for families.
- Design and implement influencing activity including events, conferences, roundtable discussions, relationships with the media, and development of tools and resources.
- Engage a wide range of audiences, including the public, families affected by imprisonment, and professionals working in key settings.
- Provide safe and effective opportunities for families to influence and engage in communications work.

About You:

We are looking for an individual who is:

- Experienced in leading effective communications strategies that utilise a range of social media, marketing tools, and digital platforms
- Rights-focused and trauma-informed in their work and all they do
- Skilled in negotiation, written and oral communication, presentation, and interpersonal skills
- A confident and effective contributor able to work independently and as part of a team.

If you are an experienced professional with skills in communications, marketing, and the media and are passionate about making a positive difference for vulnerable groups, then we want to hear from you.

How to Apply

You can find further details and download our application and equal opportunities monitoring forms from our website <https://www.familiesoutside.org.uk/about-us/recruitment/communications-manager/>

Please submit your application in Word format to HR@familiesoutside.org.uk. Please do not convert it to a PDF.

Informal enquiries are welcome, please contact:

Prof Nancy Loucks, Chief Executive, on 07984 168388.

Alternatively, you can email hr@familiesoutside.org.uk for further discussion about the post.

Closing date for applications: Thursday 24 September, 12 noon.

Interviews will be held in our head office at 17 Gayfield Square, Edinburgh EH1 3NX on Friday 2nd October.