

Role title:	Internal Communications Officer
Responsible to:	Content Manager
Location:	Glasgow or Edinburgh (if Edinburgh is the preferred base, a commitment to be in Glasgow 2-3 days a week for the first month of appointment will be required)

ABOUT

Alzheimer Scotland is the leading dementia organisation in Scotland. We campaign for the rights of people with dementia and their families, whilst providing an extensive range of innovative, personalised therapeutic support services and investing in dementia research to towards prevention, better standards of care and ultimately to finding a cure.

Alzheimer Scotland is committed to improving the lives and opportunities of people with dementia, their carers, partners and families as their journey transitions from the first point of contact through to end of life and believes nobody should face dementia alone.

PURPOSE OF ROLE

This is an exciting opportunity to join Alzheimer Scotland’s Communications and Marketing team to promote the support we deliver within the heart of local communities, and the added-value Alzheimer Scotland contributes to people living with dementia.

Having a flair for creative storytelling as well as writing engaging, and impactful content is key for this role.

You will be able to change your tone, style and messaging to suit the platform and audience, while working within the parameters of the overall Alzheimer Scotland style and brand guidelines. You will have experience of collating great stories and producing content across a variety of internal communications channels.

The role will also see you engage with Alzheimer Scotland staff from across both our corporate teams and our local support teams across the country, supporting and advising on best practice to ultimately raise awareness of the activities and support being provided by the charity.

You will be comfortable and excel in working in a fast-paced environment, and confident in managing conflicting deadlines.

There will be no such thing as a typical day, with attention needing to be diverted from researching, to generating and distributing copy, as well as changing focus from internal to external perspectives. The Internal Communications Officer will be producing original copy; including content, straplines and headlines for all forms of printed collateral, web pages, email campaigns, social media, presentations, advertising, marketing and sales collateral. Therefore, the person who applies for this post must be able to confidently work autonomously and to tight deadlines without compromising on quality assurance of content.

A key performance indicator for this role will be the increased level of engagement across all localities and roles, including the increased complexity of engagement, working towards achieving an internal platform that is self-sustaining, with all employees having a stake in its development and therefore embedded as a daily tool of practice. The success of this role will be evident in the

clear collaboration across the organisation to positively impact and influence the delivery of the locality vision across the whole organisation.

As the team is based across the Edinburgh and Glasgow office, occasional travel will be expected throughout the two locations.

Specific communication responsibilities

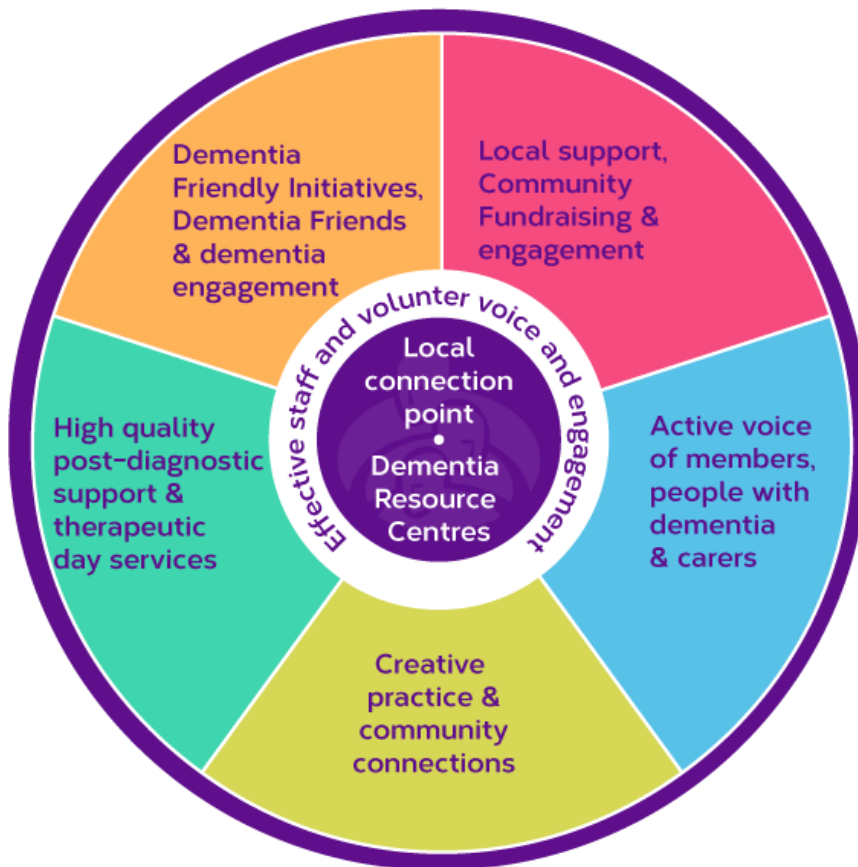
Internal communications

- Work collaboratively with all internal stakeholders across the organisation to encourage and support the sharing of information, good practice and ideas.
- Work with both the Content Manager and Marketing and Events Coordinator to create engaging content across our marketing and communication channels.
- Strategically plan and deliver an engaging programme of internal communications posts which represent all organisational key messages in a balanced manner.
- Monitor all Alzheimer Scotland internal communication methods, ensuring they are up to date and brand-focused: policing brand and style.
- Ensure the charity's messaging remains representative of what support, information, fundraising and campaigning activities are currently being delivered.
- Work towards continual increased engagement with all internal communication channels.
- To ensure all publications produced have a compelling story to tell, by seeking out the key messages and conveying them in manner that is relevant to each stakeholder in question, with particular emphasis on aiding employee understanding to empower employees to spread the word.
- To work with the Content Manager and Digital Marketing Officer to ensure copy across the website is clear, inspirational and motivating to convert interest into action.
- To support the Digital Marketing Officer with blog contributions to the website.
- To work with Campaign Marketing and Social Media Manager to ensure all campaign copy is engaging and in line with the organisational tone, including supporting the curation of stories for campaign delivery.
- To work with and assist the Content Manager with the generation of key annual publications for the organisation, such as Dementia in Scotland (organisational magazine distributed to members 3 x yearly) and our annual review.
- To support the Content Manager with leaflet publications, refreshes and/or generation of toolkits for internal departments.
- To support the Content Manager to build a bank of assets that can be used across various teams to showcase and articulate how the organisation speaks about who it is and what we do – with the assets being easily transferrable for a range of audiences.
- To assist the PR Manager with any press releases to ensure organisational tone is weaved and embedded into each press release produced, along with sharing any internal stories worthy of external attention.
- To lead on generating Chief Executive reports for the board.
- To continuously ensure the tone of voice for the organisation, across all platforms, is representative of the organisation's evolution.
- To share and empower employees to confidentially work with the organisation's tone of voice
- Contribute to collaborative ideas and projects with the wider Communications and Marketing team.
- Project plan, manage and report progress across work areas.
- Build productive working relationships with Alzheimer Scotland staff.
- Undertake other duties which may from time to time be requested by your line manager, Digital Marketing Officer, Campaign Marketing and Social Media Manager, Head of Communications or Chief Executive.

Delivering the 7 dimensions of the locality vision

You will work in a way that ensures the approach to communications (internal and external) is embedded as a key enabler to support the locality leaders in their role of making the 7 Dimension model an active vision within localities and across portfolios (see section below for details of 7

Dimension model). To do this you will adopt and exhibit an approach and working style that is directly in alignment with our commitment to engagement as a route to delivering our shared vision and mission. Your approach will be to support the idea that every employee can and does have a responsibility to be part of the wider ethos of communications.



Your approach

The Internal Communications Officer will report to the Content Manager, who will provide the appropriate support and supervision. It is crucial that the Internal Communications Officer works in collaboration with peers, colleagues, the wider organisational support functions and external partners in order to achieve our shared goals.

You will lead and enable a flexible approach to internal communications, creating and enabling a culture of highly effective engagement, ensuring all employees have equal access to the principles and dimensions of the Fair Work Framework and that they have an effective voice and stake in everything we do.

Your working style and behaviours will demonstrate strong commitment to delivering the transformational change towards more effective use of digital for communication and engagement, reducing the need for presenteeism, to support the locality leadership team in implementing and embedding this approach to practice and knowledge exchange.

Supporting employee voice and engagement

You will create and maintain effective communication channels and processes that keep everyone informed, involved and engaged in the ongoing progress of internal communications, whilst ensuring a balance is maintained with regards to representing all organisational priorities.

You will maintain a working style that values each person’s contribution, and sets a culture of high performance, empowerment, individual responsibility, inclusion and collaboration.

You will be part of the people strategy, by participating in and leading engagement of employees in how they access, contribute to and benefit from the key core priorities and activities described in the strategy and plan.

Your leadership style

Whilst the Internal Communications Officer has no direct line management responsibilities, the post holder will work in close collaboration with peers and colleagues representing a cross section of all aspects of Alzheimer Scotland. The post holder should lead by example and exhibit behaviours in a leadership style that places engagement at the heart of delivering the best outcomes for people with dementia and their carers.

Person Specification
Internal Communications Manager

This person specification should be read with the job description for the post of Internal Communications Officer. Please note that these competencies are not ranked in order of priority. The following criteria will be used in selecting a candidate

		Essential	Desirable
Qualifications	A degree in marketing, communications or relevant studies	✓	
	Postgraduate qualification in digital and/or social marketing		✓
Knowledge	Have prior knowledge of writing for a third sector organisation or similar environment		✓
Skills and abilities	Technically adept and able to convert complex messages into easily understandable copy within organisational brand guidelines	✓	
	Ability to understand new ideas quickly and convey those ideas to others in plain English	✓	
	Flair for writing lively and engaging copy using a wide range of tones and styles	✓	
	Highly creative and imaginative and keen to story-tell	✓	
	Ability to understand the different language styles that appeal to various target markets with proven experience of writing both online and offline content	✓	
	Skilled in writing accurate, clear, concise and grammatically correct copy	✓	
	Excellent interpersonal and communication skills	✓	
	Ability to successfully manage cross-functional projects and possess well developed project management skills, working with more than one brief at a time	✓	
	Ability to produce a high level of content without compromising on quality or accuracy of writing	✓	
	Work well under pressure and manage workloads effectively	✓	
	Highly self-motivated and well organised	✓	
	Ability to build positive, collaborative relationships at all levels	✓	
	Maintain an interest in wider sector trends to ensure the organisation maintains its forward	✓	

	thinking approach		
	Video editing or animation production		✓
Experience	At least three years' experience in a similar role		✓
	Experience of working across a range of audiences and channels	✓	
	Experience of working autonomously and with staff at all levels	✓	
	Experience in a charity/charitable organisation		✓
Personal attributes	Have a keen eye for detail	✓	
	Thrive in a fast paced environment and be able to work to deadlines	✓	
	Passion for communications	✓	
	Exemplary communication skills and experience of working with colleagues of all levels	✓	
	Person centered approach	✓	
	A flexible approach	✓	
	Understanding of, and empathy with, the organisation's aims and values and the ability to apply the organisation's ethos to promote, inspire and influence.	✓	
	Commitment and desire to make a difference by supporting people living with dementia	✓	