

## Storytelling and Communications Lead

### The Role

You'll be helping disabled people feel unstoppable. As Storytelling and Communications Lead, you'll be using your talent for telling compelling stories to make sure that no one affected by spina bifida, and hydrocephalus feels alone.

You'll be working closely with the inspirational families we support, our fantastic fundraisers and our incredible services team to raise our profile and bring more people to our cause.

This is a role where you can use your passion for great communications to the full, getting to the heart of the story, building connections with journalists and influencers, and developing emotionally engaging online content.

This is your chance to use your creativity, PR skills and marketing knowledge to make a huge difference to people's lives.

### What SBH Scotland can offer you

**Flexibility** – We offer flexible working, including the opportunity to work from home or around caring responsibilities.

**Motivated and supportive colleagues** – Staff scored SBH Scotland as 9 out of 10 for motivation and a supportive work environment.

**An opportunity to express yourself** – Staff scored SBH Scotland as 8 out of 10 for being supportive in taking risks with new ideas.

**We also offer:** Workplace pension scheme, salary sacrifice scheme, death in service benefit, childcare voucher scheme, 30 days annual leave entitlement and 4 days Public Holidays.

|                       |   |
|-----------------------|---|
| <b>Accountable to</b> | Head of Marketing and Communications  |
| <b>Place of Work</b>  | Hybrid  |
| <b>Hours of Work</b>  | 35 hrs per week (Monday to Friday) – Flexible working available/toil system |
| <b>Salary</b>         | £29,757 per annum.  |

### Key Tasks and Responsibilities

**To be as unstoppable as the people we support.**

- Tell stories that connect emotionally with our audiences.
- Generate online content that stops people in their tracks and inspires them to take action.
- Generate ideas for press stories and pitch them to journalists, securing maximum press coverage.



### **To be a team player who unifies people around our cause.**

- Use your creativity to manage our social media platforms and email marketing to grow our engagement.
- Use storytelling as a strategic tool to grow the charity's supporter base, engaging existing supporters and attracting new ones through compelling narratives.
- Use our website to connect with our audiences, creating new content and working with the Head of Communications to develop a new website.

### **A commitment to continuous learning and improvement.**

- Use analytics tools to gauge the effectiveness of our digital marketing and storytelling efforts.
- Apply insights from data and feedback to improve our approach and learn from failures.

**## Person Specification on next page ##**

### **To Apply**

Please submit your CV and a Cover Letter outlining your experience, why you are interested in this role, and how you meet the skills and experience outlined above.

Applications should be sent to [jobs@sbhscotland.org.uk](mailto:jobs@sbhscotland.org.uk) .

For an informal chat about the post please email Lawrence Cowan via [jobs@sbhscotland.org.uk](mailto:jobs@sbhscotland.org.uk) with your contact details and we will be in touch.

At SBH Scotland we celebrate diversity and are committed to creating an inclusive environment for all employees. We are also a Disability Confident Employer - If you have a disability and meet all of the minimum criteria for this role, you can request a guaranteed interview. Please note that in your covering letter.

**Closing Date for applications is: Noon Monday 20<sup>th</sup> May 2024**

**Provisional date for interviews: Wednesday 29<sup>th</sup> May at SBH Scotland, G68 0LS**

SBH Scotland is an equal opportunity employer. In order to meet the aims and commitments set out in our equality, diversity and inclusion policy we also ask if you'll kindly [fill in our Equality and Diversity Monitoring Form](#) and email back to [jobs@sbhscotland.org.uk](mailto:jobs@sbhscotland.org.uk). This is, however, completely optional. Thank you.

If you require any of the above detail sent to you via email, please let us know. [Email us](#).

*This post is subject to PVG Disclosure Membership Scheme*



## Person Specification

|                             | Essential   | Desirable   |
|-----------------------------|---|---|
| <b>Knowledge</b>            | <ul style="list-style-type: none"> <li>• Previous experience working in journalism, feature writing, PR, marketing or content creation.</li> </ul>  | <ul style="list-style-type: none"> <li>• Knowledge of running successful mass mobilisation campaigns.</li> </ul>                            |
| <b>Abilities and skills</b> | <ul style="list-style-type: none"> <li>• You'll be confident speaking with our families and other stakeholders.</li> <li>• Persuasive networker, capable of representing the charity with stakeholders.</li> <li>• Strong digital skills, including experience with creating successful digital marketing campaigns.</li> <li>• Ability to analyse and report on audience data across our existing digital platforms using this information to amend and improve strategies for optimal engagement and impact.</li> </ul> | <ul style="list-style-type: none"> <li>• Experience of digital advertising, SEO strategies and basic knowledge of Google Grants.</li> </ul> |
| <b>Personal Qualities</b>   | <ul style="list-style-type: none"> <li>• Good listener, with empathy.</li> <li>• Confident, enthusiastic, and adaptable.</li> <li>• Innovative but also with a willingness to learn new skills.</li> <li>• Self-motivated, with the ability to work independently and as part of a team.</li> </ul>   |   |
| <b>Circumstances</b>        | <ul style="list-style-type: none"> <li>• Applicant must have a driving licence and access to a car for business purposes.</li> <li>• Occasional 'out of hours' working will be required.</li> </ul>   |   |

