

Job Purpose

Develop TWF's communications strategy and oversee the delivery of all media and content activity that directly supports the attainment of TWF's strategic aims and operating plans.

Reporting Relationship

Reports to the UK Director

The Wood Foundation Vision & Culture of Learning

We are committed to building upon our knowledge and expertise gained through the design and leadership of innovative programmes to inform practice, influence change and, identify opportunities to continue developing Scotland's young people.

Main Responsibilities

Senior Management:

Actively participate in the strategic planning, administrative process and daily supervision required to enable TWF to achieve its vision. Responsibilities include:

- Contributing to TWF strategy development and planning.
- Uphold a working environment which is innovative and supportive of colleagues' achievement of both individual and collective aims and objectives.
- Responsibility for preparation of budgets within the scope of role.
- Manage and control expenditure within budget and via agreed processes.
- Reporting to the UK Director and Trustees via established procedures.

Leadership and management:

- Line manage the Learning and Evaluation Lead ensuring cohesion between impact reporting and evaluation, and the communications strategy.
- Support and upskill the TWF team in creation of appropriate social media posts appropriate to their programmes of work.
- Provide strategic direction and support to the TWF Senior Team and Executive Chairman in all media relations, assisting in the development and delivery of draft briefings, communications materials, key messages, press releases and PR ideas.

Communications strategy & content:

- Develop and lead the delivery of TWF's communications strategy, in order to raise the profile of project and investment activity, designed to protect and enhance the reputation and esteem of TWF.
- Develop and manage content and campaigns across TWF's digital channels, including websites, LinkedIn, Twitter, Facebook, Instagram and Vimeo.
- Create original content and a strong narrative around key TWF activity and broader areas of interest. Write copy for all marketing materials and assist with drafting proactive and reactive lines as required.

- Deliver media projects for other, non-TWF, activities of the Executive Chairman as required.
- Work alongside selected TWF grant recipients to further develop their communications capacity, develop content, and further leverage profile focused on the impact that TWF investment is having.
- Deliver upon an established recognition matrix focused on a portfolio of Trusts, Foundations, and Corporate Co-Funding Partnerships.

Media Handling

- Establish and nurture positive and productive relationships with key media contacts, including national, regional, and specialist links. Maintain a database of media contacts and ensure relationships with them are managed and monitored effectively.
- Manage press conferences, interviews, project events and milestones so that a favorable and professional image of TWF is presented to the media. Monitor to ensure accurate reporting and challenge anything that presents inaccuracy or a reputational risk. When required, act as spokesperson for TWF.

General

- Communicate relevant emerging policy developments, news and national consultations, and assess their likely impact on TWF activity in Scotland and TWF's broader interest in developing young people in Scotland. Disseminate responses as appropriate.
- Provide out of hours PR support, when required, at evenings and weekends.
- Comply with all relevant health & safety requirements and adhere to all relevant TWF policies and procedures as required.

Person Specification

Essential Skills, Knowledge & Experience

- At least five years' communications experience gained in in-house or agency role(s).
- Excellent written communication skills and a keen news sense with the ability to champion a news aware organisation.
- The ability to produce compelling copy, tailored to multiple communication channels and audiences.
- Experience of working within multiple stakeholder environments.
- Proven ability to build relationships and influence at all levels.

- Proven ability to develop and deliver upon a strategic communications and marketing plans aligned to business objectives.
- Experience of developing and applying content across digital communication channels
- Proven ability to adapt and respond in order to meet changing priorities.
- Ability to work collegiately with colleagues in order to solve problems and achieve objectives.
- Attention to detail and commitment to high quality standards.
- Strong organisational and planning skills.
- Strong IT skills, including experience of CRM, e-marketing and event management systems and Microsoft Office suite.
- A commitment to the values and ethos of the organisation.

Desirable Skills, Knowledge & Experience

Understanding and knowledge of Scottish education and third sector landscape.

Degree educated in communications or marketing discipline, or equivalent career experience in PR and/or marketing roles.