



ROLE PROFILE

JOB TITLE:	COMMUNICATIONS COORDINATOR
LOCATION:	Based at HEAD OFFICE, GLASGOW (Requirement to travel to various locations)
CONTRACT TYPE:	PERMANENT
REPORTING TO:	ENGAGEMENT & GROWTH MANAGER
HOURS PER WEEK:	35

PURPOSE OF THE JOB

The Communications Coordinator will lead Blue Triangle's activities across communications and service experience. Working with the Engagement & Growth Manager, the postholder will implement Blue Triangle's new Communications & Engagement Strategy: expanding awareness of the Blue Triangle brand, campaigning on key issues, running effective multi-channel communications, growing Blue Triangle audiences, and raising the profile of our CEO.

The role will also oversee our engagement campaigns for the people we support, ensuring the views of those who use our services are heard. As Blue Triangle looks forward to celebrating its 50th anniversary in 2025, the Communications Coordinator will work alongside SLT and the Engagement & Growth Manager to plan activities and events for our staff and supported people.

The role holder will be responsible for content creation for internal and external communications, including social media, Blue Triangle's website and intranet, print materials and events.

MAIN DUTIES AND RESPONSIBILITIES

1. Deliver our new five year strategy and evaluate success against a range of KPIs.
2. Draft and communicate key internal communications: keep our staff intranet updated with important content and create our internal newsletter.
3. Assist our Engagement & Growth Manager create campaigns to gather feedback from the people we support and plan future events and activities.
4. Draft press releases to share with our partners and the media, developing a bank of case studies to be utilised for key campaigns.
5. Keep our website updated and problem solve any issues with our Website Developers. Administrate our website submissions and assist the public with queries.
6. Create content for our social media platforms, ensuring key information is shared, as well as Good News stories about our services. Reply to messages and comments and signpost to services when necessary.
7. Evaluate our online platforms and create quarterly digital reports for our Board.
8. Develop our suite of marketing materials including flyers, Annual Reports and event items to ensure our brand is engaging and eye-catching.
9. Ensure our photography is up to date and showcases a diverse range of our staff and the people that we support.
10. Work with our services to develop briefs for case studies and organise locations for filming.
11. Assist the Engagement & Growth Manager with the Fundraising committee and work alongside the Fundraising volunteer to create campaigns.
12. Attend sector events and research key issues impacting our organisation, staff and supported people.
13. Undertake other tasks and duties as agreed from time to time with the Engagement & Growth Manager.
14. Ensure our core values are upheld at all times.

PERSON SPECIFICATION DETAILS

1. Degree qualified (or relevant work experience) with a high learning ability and an interest in continuous professional development.
2. Excellent communication skills, both verbal and written.
3. Adept at copywriting content for websites, social media, campaigns and marketing materials.
4. Experience in preparing press releases and working with media desks to get traction in written press and broadcast media.

5. Experience in managing multiple social media channels such as Facebook, LinkedIn, Instagram, YouTube and Twitter.
6. Creative and skilled in design work- experience with Canva and InDesign is desired.
7. Experience with Wordpress is preferred, however not essential.
8. Ability to use own initiative and to work flexibly as part of a team.
9. Excellent organisation and prioritisation skills with the ability to successfully manage a busy and diverse workload.
10. Experience of the housing/charity sector is desired.

TERMS AND CONDITIONS SUMMARY FOR CANDIDATES

The following terms and conditions of employment are available with this post and are set out here for your information only. Terms and conditions may vary according to circumstances and this summary does not form part of any subsequent employment contract.

Probationary period	3 months
Annual leave	30 days' annual leave plus 10 public holidays per annum (pro rata for part time staff and those working less than a year)
Pension	Contributory pension scheme. The Association contributes 3% of gross basic salary and the staff member contributes 5%.
Life assurance	3 times basic annual salary payable on death in service.
Sick pay	Nil pay (other than statutory) for the first 3 months. It then increases to 5 weeks' full pay and 5 weeks' half pay between 3 months' and 1 years' service; 10 weeks' full pay and 10 weeks' half pay between 1 and 3 years' service; and 26 weeks' full pay for more than 3 years' service.

Employee assistance

Free access to a counselling helpline, as well as face-to-face/online counselling or cognitive behavioural therapy sessions.

Flexi-time is available with this post.