

Role Description and Essential Skills



<u>ROLE:</u>	COMMUNICATIONS AND ENGAGEMENT LEAD
<u>REPORTING TO:</u>	EXECUTIVE DIRECTOR, MARKETING, COMMUNICATIONS AND INWARD INVESTMENT
<u>LOCATION:</u>	GLASGOW HEAD OFFICE (WITH NATIONAL TRAVEL)
<u>SALARY</u>	c£40,000
<u>HOURS</u>	FULL TIME

SCOPE

The Communications and Engagement Lead will lead St Andrew's First Aid's communications activity, overseeing internal and external engagement to strengthen brand awareness, visibility and trust. The postholder will own storytelling, media relations, digital communications and internal engagement, working closely with colleagues across the organisation to ensure our values, impact and national resilience ambition are clearly and consistently communicated.

PRINCIPAL RESPONSIBILITIES

Key Relationships (internal)

- Executive Director, Marketing, Communications and Inward Investment
- Executive Leadership Team
- Marketing and Communications team
- Volunteer teams and volunteers
- Commercial and training teams

Strategic Communications

- Develop and deliver an integrated communications and engagement strategy aligned to organisational priorities
- Lead media relations and reputation management, acting as a senior point of contact for communications issues
- Oversee compelling storytelling and content that promotes volunteering, training and community impact
- Support thought leadership and public narrative aligned to St Andrew's First Aid's national resilience ambition
- Advise senior leaders on messaging, positioning and reputational risk
- Support public affairs activity alongside the Executive Director where required
- Act as brand guardian, ensuring consistency of voice, tone and message across all channels

Internal Communications & Engagement

- Develop and deliver an internal communications plan that engages staff and volunteers
- Partner with HR, volunteering and training teams to strengthen engagement, connection and retention

- Support a culture of shared purpose, pride and accountability across the organisation
- Ensure consistent messaging across all internal communication platforms

Digital Communications & Channel Strategy

- Lead digital communications across owned and earned channels, including social media, online storytelling and influencer engagement
- Define channel strategy, audience priorities and content frameworks to support organisational objectives
- Ensure digital communications are integrated with SEO, GEO, CRM and campaign activity in collaboration with digital and search colleagues
- Oversee social media performance, community management and safeguarding of brand reputation in digital spaces
- Lead digital response to issues and incidents, including monitoring, escalation and rapid response

Insight, Evaluation and Improvement

- Use insight, performance data and audience feedback to evaluate communications effectiveness
- Monitor reach, engagement and sentiment to inform continuous improvement
- Embed evidence-led decision making into communications planning and delivery

Leadership & Collaboration

- Line manage the Marketing and Content Executive, supporting performance and professional development
- Manage relationships with PR and communications agencies and partners
- Champion modern, digitally-led communications practice across the organisation
- Support upskilling of colleagues and volunteers in effective, on-brand communication

ESSENTIAL SKILLS AND EXPERIENCE

- Significant experience in communications, public relations or engagement within a charity, public sector or values-led organisation
- Demonstrable experience leading digital communications channels, including social media strategy and online engagement
- Proven ability to deliver high-impact campaigns and positive media coverage
- Experience of reputation, issues or crisis communications, including digital channels
- Strong writing, editing and verbal communication skills with excellent attention to detail
- Experience using insight and analytics to inform communications planning and optimisation
- Understanding of brand management and content strategy
- Experience developing and delivering internal communications plans
- Collaborative leadership style with experience line managing or mentoring staff
- Ability to manage multiple priorities and operate effectively in a fast-paced environment