



Role: Communications Lead

Salary: £28,000 - £32,000 (pro-rata for part time hours)

Hours of Work: Minimum of 28 hours per week (hybrid working available)

Location: Edinburgh or Glasgow, however the role will require the ability to travel across our office locations and throughout Scotland as required.

About Clan Childlaw

Clan Childlaw is Scotland's law centre for children and young people. Clan Childlaw is a team and everything that everyone at Clan Childlaw does to deliver our services and keep things running - from answering the phone to organising a training event, publishing information on our website, running our projects, working on a funding application, representing a child in a Children's Hearing or responding to a Scottish Government consultation - all helps to protect and strengthen children's rights and improve their lives.

What We Do

- We are lawyers for children and young people representing children and young people in court, at Children's Hearings, and in important meetings working to protect their rights and make sure their voices are heard.
- We offer training and resources and a legal helpline to make the law easier to navigate for people who support and advocate for children and young people.
- We use our knowledge of the law, and experience as practicing lawyers for children and young people, to ask decision makers and lawmakers to change the law and the way the law is used to make sure that children and young people's rights are a reality in Scotland.

Our Values

- **Child-Centred:** Children and young people are at the heart of everything we do.
- **Accessible:** We make sure our services are accessible to children and young people
- **Professional:** Our lawyers carry out legal work for our clients to high professional standards.
- **Practice Based:** All our work is guided by our experience as lawyers working with children and young people.

"Overall everything in my life felt better after I got help from my lawyer. The experience had a great impact on me and my situation." - A young person who got help from Clan Childlaw

We're at an exciting period of growth and our communications and marketing strategy is central to our success. As our Communications Lead you will lead, deliver and evaluate a successful communications and marketing programme to grow and develop Clan Childlaw's brand and raise awareness of our work.

Purpose of the role:

- Develop and lead Clan's communication and marketing strategy, with the objective of further raising our profile, influencing policy, driving income and increasing our brand recognition.
- Ambitiously extend our reach and impact through a range of innovative campaigns and influencing strategies.
- Manage our external and internal communications.

Main activities

Reporting to the Development and Engagement Manager the post holder's main responsibilities will be:

Media and Stakeholder Engagement

- Oversee and manage the development of innovative, creative and high-performing campaigns and content that drives awareness of our services and supports our fundraising strategy.

- Responsible for key messages across the organisation and the brand positioning of Clan Childlaw.
- Work closely with the wider team to share compelling impact stories about our work with children and young people.
- Lead and develop Clan Childlaw's public relations activity including writing press releases; securing opinion pieces in relevant publications; preparing briefings for interviews/media engagement and proactively monitoring media trends.

Strategic Leadership

- Develop and implement a Communication Strategy for our media and marketing campaigns.
- Manage the development of our website and digital resources.
- Work closely with the Development and Engagement Manager on income generation campaigns and events, using communications to harness a wide range of supporters.
- Contribute to the overall strategic direction of Clan Childlaw, ensuring all communications and influencing activity aligns with our strategic aims.
- Identify and manage external agencies/consultants for creative, digital and communication projects as and where required.

Operational Leadership

- Develop and implement internal communications processes and systems to ensure collaborative and streamlined working across teams.
- Ensure Clan is compliant with the Lobbying Act.
- Ensure compliance with online safety, cyber security, data protection and GDPR policy.
- Report and monitor the impact of our communications and campaigns work through a CRM system and/or other media tracking platforms.
- Contribute strategically to team and organisational planning, setting and monitoring objectives, targets, and budgets.
- Maintain a supportive working environment.

Other

- Undertake any other reasonable duties that occasionally arise.

- Demonstrate a willingness and ability to operate within a changing environment and as such work priorities and targets may change.

Person specification:

- Commitment to the aims and values of Clan Childlaw
- Experienced communications professional with a proven track record in developing and delivering innovative engagement, brand and marketing strategies and the ability to develop impactful campaigns.
- Excellent communication skills with the ability to distil and communicate complex information to a wide range of audiences.
- Knowledge and understanding of digital media marketing, including awareness of the latest digital tools and techniques to engage children and young people, partners and stakeholders.
- Experience managing media inquiries and coordinating interviews, statements and producing press releases.
- Exceptional relationship management skills, with experience of working with and harnessing a wide range of supporters.
- Strong verbal communication and presentation skills and experience of representing an organisation publicly.
- Experience of managing and motivating teams. Given our ways of working, experience of working within a remote team would be helpful.
- A flexible and adaptable approach, coupled with the ability to operate under pressure and prioritise workload to meet deadlines.
- Commitment to your own continuing professional development.
- Due to the nature of our work with children and young people, successful applicants will be required to undergo a disclosure check through the PVG Scheme.

What we can offer you

Clan Childlaw 's mission is very important to us, but our people are important too. We recognise the importance of a good work-life balance and a friendly supportive work environment. We offer 33 days annual leave and auto-enrolment into our pension scheme after 3 months service. We are also a Living Wage employer.

Learning and development is important to us and our team. We hope it's important to you too. You will be encouraged to engage in learning and continued professional development.

We have offices in Edinburgh and Glasgow, and you can choose the base location that works best for you. At the moment, we ask that you spend a minimum of 30% of your time in the office working alongside your team and colleagues from across Clan.

We offer all staff workday flex where you can choose your start and finish time between 7am and 7pm (subject to service delivery requirements and business need)

We also provide staff access to an employee counselling service; fresh fruit is available in both our offices, and we run a calendar of regular in person and remote team activities and events throughout the year.

*"I have never worked in such a lovely organisation before! I feel valued, seen and heard as an individual here." - **A member of the Clan Childlaw team***

*"I love my job at Clan. It's busy and varied and no two days are ever the same. We have a great team here and everyone is really supportive." - **A member of the Clan Childlaw team***

If you'd like to apply, please send a copy of your CV, a copy of our Equal Opportunities form along with a short covering letter (no more than one page) telling us about how your skills and experience are a match for this role to HR@clanchildlaw.org by 5pm on Monday 2nd October 2023.

We expect interviews to take place week commencing 9th October 2023.