



the  
**POVERTY  
ALLIANCE**

WORKING TOGETHER TO COMBAT POVERTY

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Glasgow

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<b>Post</b>	Communications Officer
<b>Salary</b>	£30,814 per annum plus 6% pension (pro-rata)
<b>Duration</b>	Temporary post until March 2023
<b>Hours</b>	28 hours per week
<b>Location</b>	Glasgow, but home working until further notice
<b>Line Manager</b>	The Director

## **JOB PURPOSE**

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To provide a range of strategic media and communications support to the Poverty Alliance, in particular in relation to our work to shape how poverty in Scotland is framed, understood and communicated.

## **JOB BACKGROUND**

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The Poverty Alliance acts as the national anti-poverty network in Scotland, with a membership base including representatives from the community and voluntary sectors, trade unions, faith groups, statutory bodies and others. We are financially supported by the Scottish Government and a variety of other local authorities and charitable trusts. This post is being supported by the Joseph Rowntree Foundation.

Set up in 1992, the Poverty Alliance has a long track record in working with individuals and communities facing poverty to take action against poverty and to influence the development of policy solutions to poverty and social exclusion. Our key strategic priority is to influence the development of policies and practice that address poverty. We do this in a variety of ways: influencing work with politicians and policy makers at local and national levels, organising campaigns and lobbying activity, capacity building work with civil society organisations and people living on low incomes amongst others. A particular focus of interest and activity, which the Communications Officer will lead on, has been work on the framing of poverty, and of how to talk about poverty in a way that wins hearts and minds for the actions to solve poverty.

A particular focus of the Poverty Alliance over the last three years has been implementing the key lessons from Joseph Rowntree Foundation's Talking About

Poverty research, carried out by the Frameworks Institute. The new Communications Officer will continue this vital work, in particular by delivering training, support and advice to organisations to help them to put into practice the key framing recommendations. The role also involves leading on our media engagement; ensuring that the organisation's key policy, campaigning and research messages are able to influence public attitudes and policy-makers.

The Communications Officer role plays a critical role in supporting the Poverty Alliance to implement consistent messages across all our communications about poverty. The Communications Officer will be part of our Policy and Campaigns team, ensuring that there is consistent messaging across of our outputs and materials.

The post will initially be fixed term until March 2023, although we intend to generate additional income to maintain and expand the post in the future.

## **JOB DESCRIPTION**

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Main duties are to:

1. To lead media and communications activity, including for the Poverty Alliance's Challenge Poverty Week initiative.
2. To provide relevant media, communications and framing training and support to organisations and community activists.
3. To support the development of online and digital communications materials and resources connected to the Poverty Alliance's campaigns and communications activities.
4. To develop and maintain relationships with journalists and other relevant communications stakeholders.
5. To provide media and communications support to the Poverty Alliance's campaigning and policy activities to ensure consistent messaging across all activities, including preparing press statements and fielding media enquiries.
6. To support the continued development and implementation of the Poverty Alliance's approach to strategic communications
7. To contribute to the monitoring and evaluation of the Poverty Alliance's media and communications activity.
8. Contribute to the work of the staff team through attendance at staff meetings and other events
9. To carry out other tasks and duties as required

## PERSON SPECIFICATION

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### Essential Criteria

1. Strong experience of delivering strategic communications work at local and national level to achieve social change objectives.
2. Ability to produce excellent written material and draft clear and concise messages in a variety of formats for a range of audiences.
3. Ability to work effectively with people who have lived experience of poverty to sensitively promote their voices to influence debates.
4. Awareness of concepts of framing applied to strategic communications
5. Experience of providing communications training to non-specialist audiences
6. Knowledge of web design, maintenance and analysis.
7. Knowledge of design and publishing, and of managing the production of creative content.
8. The ability to understand and synthesise complex information (e.g. statistics, policy debates etc.) and to articulate these in a simple and accessible way.
9. Experience of managing social media platforms (Facebook, Twitter, etc.) and other digital communication tools.
10. Outstanding written and verbal communication skills.
11. An in depth understanding of the Scottish media landscape, including an established network of media contacts.
12. A natural ability to build and maintain relationships with stakeholders at all levels.
13. The ability to effectively manage and prioritise a busy workload.
14. Able to work as part of a team and a commitment to the values of the Poverty Alliance.

### Desirable Criteria

15. An excellent understanding of the current policy and political context for anti-poverty activity in Scotland and the UK.
16. Educated to Degree level, or equivalent, in appropriate discipline e.g. Social Sciences.
17. A sound understanding of Scottish civil society organisations including the voluntary and community sectors, trade unions, faith groups, etc.