

# Communications Officer (half time) Guidance for applicants

July 2023

If you require this application pack in another format, for example in large print, please contact Claudia Russo at the Equality Network, by email at [claudia@equality-network.org](mailto:claudia@equality-network.org).

Thank you for considering an application for our Communications Officer post. The documents that you need to apply for this post are:

- The application pack, which includes this guidance, background information, the job description, the person specification, and the outline of key terms of employment;
- The application form; and
- The diversity monitoring form.

Please check that you have everything, and if not, please contact Claudia Russo at [claudia@equality-network.org](mailto:claudia@equality-network.org).

**The deadline for us to receive applications for this post is 9.00 am, Monday 31<sup>st</sup> July 2023.**

If you are disabled and require any adjustment to the application process in order to be able to apply, please contact Claudia Russo as above.

We will shortlist applicants for the post by matching the information given on the application form against the person specification for the post. We will be looking for clear evidence that demonstrates that the applicant's knowledge, skills and experience match the requirements in the person specification. Disabled applicants who meet the essential requirements of the person specification will be guaranteed an interview.

Only information that is clearly provided on the application form can be taken into account in the shortlisting process. Please note that we do not accept CVs, and any information given on a CV cannot be considered.

In completing the knowledge, skills and experience section of the application form, you should address all parts of the person specification.

Please make clear what knowledge, skills and experience you have that is relevant to each part of the person specification, citing whatever evidence you can. We are interested in all relevant experience, not just in paid employment, for example relevant experience in voluntary or family roles. Experience outside of paid employment will be given equal weight when considering the strength of your application.

The presentation of your application form is also important. We would prefer the application form to be edited, and emailed to us. If it is handwritten, please ensure that it is legible before you scan and email it to us. The person specification for the post includes strong written communication skills, and the standard of writing on the application form will also be taken into account in shortlisting.

Please edit the application form to provide more space if you need it.

Please send your completed application form to us by email to [claudia@equality-network.org](mailto:claudia@equality-network.org). Please also complete the diversity monitoring form and return it to us by email to [diversity@equality-network.org](mailto:diversity@equality-network.org).

Diversity monitoring forms will be handled completely separately from application forms, and no information on the diversity form will be communicated to the shortlisting or interview panel.

**Please ensure that your completed application form is sent by the deadline of 9.00 am, Monday 31<sup>st</sup> July 2023.**

On receipt of your application form, it will be given an identifying code, and the first three pages including your name and address will then be removed, to anonymise the form before it is copied to the shortlisting panel. If you ask on the second page of the form for any adjustments to the interview process, we will contact you to discuss these.

Applicants who are shortlisted for interview will be contacted by 7<sup>th</sup> August. Interviews will take place via Zoom in the week starting 14<sup>th</sup> August. If you need any adaptation to allow the interview to take place please contact [claudia@equality-network.org](mailto:claudia@equality-network.org).



This post is funded until 30<sup>th</sup> September 2024, by the Scottish Government's Equality and Human Rights Fund. The Equality Network will seek funding beyond that date, with a view to continuing the post.

# Communications Officer (half time)

## Background information

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### About us

The Equality Network was founded in 1997. We are a leading Scottish lesbian, gay, bisexual, transgender and intersex (LGBTI) equality and human rights charity. We work to change the law, policy and society of Scotland to deliver full equality for all LGBTI people.

We currently employ eight full-time and eleven part-time and sessional staff. Our office is in Leith, Edinburgh, but many staff work mostly from home.

Our work includes LGBTI national policy development and influence, LGBTI community development and engagement, research and consultancy, and information and training on LGBTI equality. We have specific staff and work focussed on trans equality (the Scottish Trans project), and others focussed on intersectional equality.

Our annual turnover is currently around £600,000, of which 90% is currently received from grant income, and the remainder from community fundraising and fee-paid work.

We are a charity and a company limited by guarantee, and comply with all the associated regulatory requirements.

[www.equality-network.org](http://www.equality-network.org)

EqualityNetwork on facebook

@LGBTIScotland on twitter

[www.scottishtrans.org](http://www.scottishtrans.org)

scottishtrans.org on facebook

@scottishtrans on twitter

# Communications Officer (half time)

## Job description

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### Accountability

The Community Engagement and Development Coordinator reports to the Director of the Equality Network.

### Principal role

The Communications Officer will develop and support the delivery of the organisation's external communications. Their principal responsibility will be to ensure that we have in place effective methods for communicating with a wide range of stakeholders, including diverse LGBTI people and communities, our members and supporters, the wider public and the media.

### Key responsibilities

- To develop our provision of information for diverse LGBTI communities and the general public, including ensuring that our communications work well for diverse people with different communications requirements.
- Working with colleagues, to develop and improve our communications policy.
- To coordinate production of our online communications including our websites, our social media communications, and our fortnightly email newsletter.
- To develop creative written, online and media materials that reflect and showcase the organisation's work in consultation with other members of the Equality Network team, and to support other members of the team to produce material for the newsletter, social media and websites.

- To monitor and develop our use of social media, including exploring new channels, monitoring interactions such as comments and replies, and deleting/blocking in line with our policy.
- Working with colleagues, to oversee the layout and print of our printed materials including reports, information booklets and leaflets.
- To ensure that our online and printed materials are fit for purpose, consistently well-branded and accessible.
- To maintain our press / media database and work with colleagues to increase the impact and effectiveness of our media presence.
- To maintain our multimedia libraries (photos, videos, etc), and maintain and improve our communications databases.

## Demands

- Our social media communications are subject to abusive “pile-ons” from opponents of LGBTI equality. We use delete and block on such material, but the post-holder will need the resilience to maintain our communications despite experiencing this.
- The post holder will be expected to handle a varied workload which may change rapidly in response to external events.
- The organisation addresses issues that are political and controversial. The post holder will be expected to handle those issues with care and with party political impartiality.
- The post holder must be able to deal effectively with a wide variety of people.

## General responsibilities

- To work collaboratively as part of the Equality Network staff team to develop and achieve shared goals and objectives.

- To contribute to the general administration, good running and development of the Equality Network.
- To maintain good relationships with colleagues, volunteers, and other stakeholders.
- To comply with the policies of the Equality Network.
- To undertake any other reasonable duties as may be required.

This job description is subject to change in consultation with the post holder.

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## Person specification

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### Essential

1. An understanding of and commitment to LGBTI equality and human rights across a spectrum of diverse LGBTI identities.
2. A strong understanding of, and experience in producing material for, online communications, including Wordpress websites, and a variety of social media channels (eg facebook, twitter, instagram, tiktok etc).
3. Experience in producing graphics and videos for social media use.
4. Strong written and oral communication skills including an ability to explain issues briefly and in accessible terms, and to match communication style to different audiences, for example different members of the LGBTI community, or community members who are marginalised in multiple ways.
5. Experience of accessible communications, online and/or in print.
6. Strong interpersonal skills, including the ability and flexibility to work cooperatively, to handle differences of opinion, and to build positive relationships with a diverse range of people.
7. The resilience to see (and delete or block) abusive responses on our social media from opponents of LGBTI equality.
8. An ability to work on your own initiative, and organise and develop a programme of concurrent work and activities to deliver agreed outcomes.

### Desirable

9. Experience of working with the press / media.
10. Experience of organisational marketing and branding.



# Communications Officer (half time)

## Outline terms of employment

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Please note that this is a brief outline of key terms only – the employment contract is more detailed and will be agreed with the person employed.

**Place of work** Our office is at 30 Bernard Street, Edinburgh, EH6 6PR. Many of our staff currently work mostly from home. Office equipment is provided for staff working from home.

**Employment period** This post is funded until 30<sup>th</sup> September 2024, and the Equality Network plans to seek future funding to continue it.

**Hours of work** Half time: 17.5 hours per week  
Working hours are flexible. It is anticipated that the majority of work will take place within normal office hours: 9am to 5pm Monday to Friday, but some evening and weekend working may be required, with time off in lieu. Overtime is not expected and overtime payments are not payable.

**Salary** The annual salary is £15,206 (SJC point 27, AP4.1, equivalent to £30,412 full time).  
Salary increases are at the discretion of the Board and are dependent on the financial circumstances of the organisation.  
Salary is paid monthly in arrears, on 25<sup>th</sup> of the month.

**Annual leave** The leave entitlement is 17.5 paid days per year (equivalent to 35 days full time). This includes public holiday entitlement.

**Notice periods** You are entitled to receive, and are required to give, at least one month's notice in writing of termination.

**Pension** The Equality Network will contribute a sum equal to 8% of your salary to a pension scheme with the Equality

Network's group provider, or with another provider of your choice.

#### Sick pay

Full salary will be payable for the first 4 weeks of sickness absence, and half salary for a further 4 weeks, in any 12 month period. After working for the Equality Network for two years, this increases to 12 weeks full pay and 12 weeks half pay, in any 12 month period. Statutory Sick Pay may be payable, in accordance with the statutory rules.