



Job Description

Job Details

Job Title	Communications Officer
Location:	Edinburgh
Line Manager:	Co-Director
Manages:	No line management responsibility

Main Purpose of Job

- ✓ To lead ZT's communications work to raise public and political awareness of men's violence against women and how to prevent it
- ✓ To develop ZTs profile through both traditional and new media engagement

Duties and Responsibilities

- Develops and delivers communication strategies to support ZT work to prevent violence against women
- Oversees all communications activity, ensuring that ZT communications are accessible, consistent with ZT positions and brand, and appropriately targeted
- Develops, manages and produces regular content for all ZT websites and social media platforms
- Works closely with relevant colleagues to produce ZT publications, including producing content as required, proofreading, editing and leading design work.
- Works closely with Campaigns and Engagement Officer to support the messaging, coordination and dissemination of ZT campaigns
- Works closely with Policy and Research Officer to promote ZT policy positions
- Leads ZT press engagement including drafting quotes and press releases, and acting as contact for press enquiries
- Identifies, builds, and enhances relationships with key media contacts
- Engages and works with designers, writers and other external communications professionals as required.



- Organises and leads communications for ZT events
- Provides day to day support and guidance to the Co-Directors and other colleagues regarding communications activity
- Develops and maintains contacts databases, including press contacts
- Sets targets for communications activity and delivers regular evaluation reports and updates on campaigns
- Represents ZT at public meetings, conferences, seminars, and external events acting as ambassador for ZT's prevention focused work
- Contributes to funding applications providing appropriate information to support project proposals
- Works with the Director and Finance & Admin Officer to plan and monitor spending against project budgets

Person Specification

Qualifications	Essential	<ul style="list-style-type: none"> • Educated to degree level in a relevant subject or equivalent experience
Experience/Knowledge	Essential	<ul style="list-style-type: none"> • Experience of developing and delivering impactful communication strategies • Understanding and experience of working with the media • Strong knowledge and understanding of violence against women and gender equality • Demonstrable experience of developing, delivering and evaluating projects • Experience of developing social media campaigns • Experience of managing multiple social media platforms • Experience of producing publications for print and online
	Desirable	<ul style="list-style-type: none"> • Understanding and experience of working with Scottish media • Understanding of Scottish political landscape

<p>Skills and Abilities</p>	<p>Essential</p>	<ul style="list-style-type: none"> • Excellent communication skills with the ability to influence a range of stakeholders and engage new supporters • Skilled project manager with the tenacity to see projects through to completion in a timely manner • Creative ability with good understanding of how words and images can be used to drive change • Ability to work flexibly, often to tight deadlines whilst maintaining accuracy • Clear concise written skills with complex ideas communicated simply and logically • Excellent proofreading and editing skills • Ability to organise and manage own workload, but also take direction as required
<p>Personal Attributes</p>	<p>Essential</p>	<ul style="list-style-type: none"> • Self-motivated with enthusiastic approach • Willingness to adapt to the needs of a small charity, including being flexible, creative with the available resources, and working constructively with all members of the team • Confident approach to own learning and continuous improvement of work • Actively demonstrates the values, aims and ethos of Zero Tolerance
<p>Other Information</p>		<ul style="list-style-type: none"> • The Job Description is purposefully intended to be of a general nature, defining the main elements of work required for the successful operation of the work of ZT • It is recognised that changing circumstances will have a direct bearing on the balance of duties at any particular time. As part of a continuing process, objectives and priorities will be kept under regular review

