

Recruitment pack

Communications and Events Manager

Dear Candidate,

Thank you for your interest in this post.

Social Work Scotland is the professional leadership body for social work. We are a membership body with over 400 individual members and over 35 corporate members. Social Work Scotland has two fundamental objectives: to support the development of the social work profession, and to influence and inform policy and legislation affecting social workers and local communities.

We are excited to be appointing a Communications and Events Manager, a new role for the organisation, designed to communicate and showcase the work we do and to highlight the issues we are concerned about. Through this post we aim to ensure Social Work Scotland's members understand how to get involved in our activities, and are informed about what we are doing on their behalf. The Communications and Events Manager will also make sure the work we do, and our positions on key issues, are highlighted to our partners and the wider public.

We are looking for an experienced, confident individual who is at ease communicating across all mediums (with a particular emphasis on digital media, specifically producing web content and running social media accounts). You'll have experience of engaging with the news and specialist media, and of shaping, organising and running events.

You'll need to be highly organised and share the values and principles of a social work organisation, as well as feel confident to suggest new and better ways of working. We are a small dynamic team and you'll need to have a flexible attitude to your work as we seek to provide the best service to our members.

To apply for this post, please submit a covering letter, a copy of your CV (CV limited to two pages) and details of two work or education related references. Your covering letter should be between 800 and 1000 words and should set out why you want the job, highlight your relevant experience, and explain how you meet the job's 'Person Specification'. Please state clearly if you do want us to contact references prior to interview.

Please find included in this pack:

1. Key information, including contact details and summary of the recruitment process
2. Information about Social Work Scotland
3. Job description
4. Person specification

Completed applications should be sent to admin@socialworkscotland.org by 08:00 on Thursday 14 February.

I look forward to hearing from you.

Ben Farrugia,
Director, Social Work Scotland

1. KEY INFORMATION

Communications and Events Manager	
Employer	Social Work Scotland Ltd
Work location	Social Work Scotland, Mansfield Traquair Centre, 15 Mansfield Place, Edinburgh, EH3 6BB
Position type	Full time (37 hours per week)
Salary	£32,000 – 35,000 per annum (depending on experience)
Contract	12 months initially, with strong prospect of the post becoming permanent (depending on impact of role and available funding). All posts at Social Work Scotland are subject to a probation period.
Pension	Provided by The People's Pension with an employer's contribution of 6% based on an employee contribution of 5%
Equipment	Laptop and mobile phone Docking station and desk phone
Benefits	<ul style="list-style-type: none"> • Flexible working arrangements <p>We also offer salary sacrifice schemes for:</p> <ul style="list-style-type: none"> • Bike to Work, including Cycle Miles • Childcare vouchers
Start date	As soon as possible following a formal offer of the post
Application process	<p>To apply, please provide the following</p> <ol style="list-style-type: none"> 1. A covering letter explaining why you want the job, highlighting your relevant experience, and explaining how you meet the 'Person Specification' (detailed below). The letter should be between 800 and 1000 words. 2. A CV, limited to two pages. (Please note we may discount applications where CVs are longer than requested.) 3. Contact details for two work or education related references. (Please state clearly if you do want us to contact references prior to interview.) <p>Completed applications should be sent to: admin@socialworkscotland.org by 08:00 on 14/02/19</p>

Interviews	<p>Interviews will be held on the afternoon of 20/02/19 and the morning of 21/02/19. Please keep both these dates free as we cannot interview on other days.</p> <p>Interview will be held at the Social Work Scotland offices in Edinburgh.</p> <p>Shortlisted candidates will be invited for a 45 – 60 min interview (involving a mix of experience and competency based questions), and asked to complete a short written exercise.</p>
Contact information	<p>If you have any question please contact: Ben Farrugia (Director, Social Work Scotland) on 0131 281 0852 or ben.farrugia@socialworkscotland.org</p>

2. ABOUT SOCIAL WORK SCOTLAND

Who are we and what do we do?

Social Work Scotland is the professional leadership body for the social work and social care workforce. It is a membership body with members coming from across all sectors: public, private and voluntary. Social Work Scotland functions to promote and support the development of social work and social care and to influence and advice on policy and legislation that affects people supported by social work services and social workers and social carers themselves.

Our vision is of a social work profession across Scotland which is led effectively and creatively; is responsive to the needs of the people we support and protect; is accessible and accountable; and promotes social justice.

Our values are based on professional leadership to achieve social justice and public protection. We value each person we support as an individual, without judgement; we celebrate and actively promote the unique contribution and role of professional social work; we embrace change and encourage collaborative and integrated arrangements to deliver better outcomes for people; and we support and create opportunities for those within and those supporting the profession of social work in order that we can develop effective and creative leaders for the future.

Our objectives

- Influence and shape legislation and policy relating to social work and social care.
- Promote the unique role, value and contribution of social work and social care.
- Champion research and evidence informed approaches in our work.
- Provide professional leadership and increase leadership capacity across social work and social care.
- Support and encourage workforce development (with a focus on celebrating success, promoting standards, achieving practice improvement and demonstrating continuous learning).
- Recognise the value of continuous improvement through self-evaluation and performance improvement activities.

As a professional body our members have a key role and to support them to deliver the objectives of the organisation across the range of social work services, we operate a complex system of committees, sub groups and practice networks. We also host the Chief Social Work Officers committee.

Our Team

We have a small core team consisting of three permanent posts. The Communications and Events Lead would sit within this core team and may become permanent in the future.

- Director
- Head of Social Work Strategy and Development
- Administration and Finance Officer

We then have a group of policy and project staff who join us for a fixed time to work on a funded project or on a specific policy area. At the moment we have 5 staff in these posts:

- Children and Families Lead
- Social Care in Prisons Lead
- Joint Investigative Interview Team x3

3. JOB DESCRIPTION

As the Communications and Events Manager for Social Work Scotland you will be responsible for ensuring our members and partners are kept up to date with our work, and relevant UK and international developments. You'll lead on the planning and production of our communications, and you'll develop, coordinate and deliver events linked to our core business.

Your key responsibilities will be to:

- 1) Develop and implement an external and internal communications and events plan for Social Work Scotland, with a view to increasing our profile, membership and impact.
- 2) Maintain the Social Work Scotland website, liaising with the website designer, drafting and approving content, and keeping the members area up to date.
- 3) Coordinate Social Work Scotland's social media accounts and content, ensuring members, partners and other interested parties are kept informed of our work and activities.
- 4) Lead on the development, planning and delivery of events, from small seminars to national conferences, including the commissioning of support services and budget management.
- 5) Produce and disseminate the 'Daily News', quarterly 'Standard', eCommunications and other briefings for Social Work Scotland members, keeping them abreast of key developments within the Scottish and UK social services sector.
- 6) Provide professional expertise, advice and support to Social Work Scotland colleagues and office bearers (i.e. Committee Chairs), and be the main point of contact for members, partners, stakeholders and sponsors on all communications and events matters.
- 7) Oversee the production of Social Work Scotland's electronic and printed materials, liaising with third parties such as authors, designers, printers, etc.
- 8) Support the Director and Head of Social Work Strategy & Development in the delivery of their roles.

4. PERSON SPECIFICATION

An experienced communications and events professional, you will be able to adapt to the demands of a membership organisation and a dynamic and fast-paced sector. You will be able to work independently, using your own initiative to resolve challenges or develop opportunities. But you will also know how to work in a small team, sharing information appropriately and contributing enthusiastically to the wider activities of the organisation. You will have a particular experience in digital media and relationship management and be committed to the goals of Social Work Scotland.

The post holder will have the following attributes:

Essential Criteria

1. Strong interpersonal skills, able to quickly build relationships and trust.
2. Demonstrable high-quality spoken and written communication skills, with a strong track record of published output.
3. Experience in coordinating an organisation's communication activity, across a range of communication channels (including social media).
4. Experience in developing, organising and delivering events, of various sizes and formats.
5. Highly organised, able to plan and deliver to specific timescales.
6. Experience of working with a range of different stakeholders.
7. An ability to work flexibly and proactively, using initiative to manage a diverse workload.
8. A track-record of engaging with news and specialist media in securing coverage and responding to media interest.
9. Competent using MS Office (Outlook, Word, Excel, Powerpoint, etc.) and website Content Management Systems.

Desirable criteria

10. Experience in, or knowledge of, social work and social care.
11. Experience of producing original visual content (such as video and infographics), with a knowledge of relevant graphic design software.
12. Experience of working for small organisations.
13. Project management skills and/or experience.
14. Experience of using WordPress.