

Job Title:	Policy and Communications Officer
Location:	Stirling
Reporting to:	Communications Manager

JOB PURPOSE

Reporting to the Communications Manager, the **Policy and Communications Officer (PCO)** will be a member of the Policy, Communications and Fundraising team. The **PCO** will specifically undertake policy monitoring, analysis, research and information and data gathering activity to support the Executive Team and the development and implementation of key actions in the annual Business Plan and associated annual Policy Development Plan.

Additionally, the **PCO** will support our Communications Plan, including updating our website using a content management system, drafting media briefs, social media content, recording media coverage, writing case studies, supporting our internal communications and assisting with daily communications tasks.

KEY RESPONSIBILITIES

1. To support the implementation of the annual Business Plan, Policy Development Plan and Communications Plan actions.
2. To provide support, research and advice to the Executive Team, as required, in relation to policy matters relevant to Keep Scotland Beautiful.
3. To undertake policy research and analysis, using the policy development process, to support the production of position statements and corporate responses to external consultations
4. Through policy monitoring, ensure the organisation is aware of impending policy developments (at a European, UK or Scottish level) that may indirectly or directly impact on our work
5. Undertake research, gather evidence and keep up to date information from a wide range of internal and external sources to support the business planning and policy development processes and ensure the wide range of information and data held by the charity is utilised effectively
6. To support the Communications Manager to prepare media briefs, and to prepare web, newsletter and social media content.
7. To support our internal communications by update the relevant intranet pages and supporting the collation of our weekly internal communications briefing.
8. Draft a wide range of written materials including briefings, discussion papers and reports as required.
9. To keep relevant databases recording activity, forward plans, and evidence relating to our communications (*in particular the media and event planner, media monitoring and media releases and enquiries*) fundraising, policy, consultation submissions and political engagement accurate and up to date.
10. To attend and relevant external meetings or forums as requested and provide briefings thereafter.

11. To support the Communications Manager to implement our political engagement plan and to ensure our reporting requirements are fulfilled in relation to the Lobbying Act.
12. To assist with the production of our annual review, in particular the data gathering and consultation process.
13. Develop effective internal relationships to enable two-way information/intelligence sharing regarding potential areas for development, gaps in service provision and ways to improve quality
14. Develop and maintain close communication with fellow employees to ensure the maximum flow of information, understanding and ideas
15. Familiarise with and adhere to all internal policies and procedures
16. To ensure compliance with the company's Health and Safety policy.
17. To observe the company's Equal Opportunities Policy.
18. Any other duties considered appropriate by the Communications Manager.

This is not to be viewed as an exhaustive list of duties, rather, the key elements of the expected workload of the PCO.

Policy & Communications Officer

	Essential	Desirable
Education / Training	<ul style="list-style-type: none"> Degree in relevant subject and/or relevant work experience relating to role 	<ul style="list-style-type: none"> Degree in politics, communications or public policy Post-graduate qualification
Experience/ Skills	<ul style="list-style-type: none"> Understanding of current Scottish Government environmental and sustainable development policies, strategies and plans Experience of policy development and/or research and analysis Ability to produce high quality briefing papers and written reports Experience of writing and developing web, newsletter and social media content Good research skills and knowledge of relevant techniques Strong presentational skills (verbal and written), with ability to communicate clearly and effectively Experience of dealing with multiple tasks and projects without supervision Sound knowledge and understanding of working with databases and Microsoft Office 365 applications 	<ul style="list-style-type: none"> An understanding of the Scottish environmental charity sector, media and political activities Experience of producing marketing and/or communications materials Experience of developing relationships in public, third and/or private sectors Experience in using website content management systems Experience of working in a busy office environment, preferably in the third sector Knowledge and understanding of the political landscape in Scotland
Competences	<p>Behaving ethically - Identifying and resolving own concerns and those of others, in a fair and ethical manner, whilst also striving to comply fully with legal and organisational values, standards and codes of practice</p> <p>Teamwork - Ability to work as part of a team, motivating, influencing and supporting others.</p> <p>Customer focus - Understanding of own role and its relationship to the customer, internal and external, continuously focusing on seeking to exceed customer expectations</p> <p>Acting confidently and taking decisions - Being assertive and unhesitating in taking the lead and accepting accountability for one's responsibilities; taking decisions and stating views confidently and succinctly, eliminating 'blame culture'</p> <p>Effective communication - Willingness to actively listen to others, actively share information and have the ability to express oneself clearly</p> <p>Making and meeting commitments – Executing and achieving what is promised through planning and organising priorities. Monitoring progress to ensure consistently high standards</p> <p>Innovative and creative thinking - Ability to identify opportunities and take action to bring about improvements</p> <p>Gaining information effectively - Proactively using knowledge to facilitate progress and/or assist problem solving</p>	
Values and Attitudes	<ul style="list-style-type: none"> Commitment to the aims and objectives of Keep Scotland Beautiful Belief in partnership working Flexibility Confident Enthusiastic Commitment to equal opportunities and healthy and safe working practices Able to exercise discretion in handling confidential and sensitive information 	
Other	<ul style="list-style-type: none"> Ability to travel Able to undertake some evening and weekend commitments Willingness to participate in training (where relevant) 	