



Job Description:

Post: Communications and Marketing Manager

Hours: 35 hours per week

Salary: £44,434 - £48,878

Location: Glasgow or Edinburgh (Hybrid 2 days a week)

Line manages: Digital Content Officer, Web Developer, Marketing Officer and Internal Communications Officer

Reports to: Head of Policy, Strategy and Communications

Overview

Established in 1944, One Parent Families Scotland (OPFS) is the leading charity working with single parent families in Scotland. We provide expert advice, practical support and campaign with parents to make their voices heard to change the systems, policies and attitudes that disadvantage single parent families.

We work alongside single parents and their families, placing them at the centre of everything we do. Creating ways to overcome barriers, changing their lives and fulfilling their potential. We also celebrate the many achievements of single parents and their children.

Our vision is to see a Scotland where single parent families are celebrated in all their diversity, are treated fairly and live free from discrimination and poverty.

Our mission is to amplify the voices of single parent families in their unique role as sole carers and providers and together challenge stigma, poverty and inequality to achieve change.

Our values are trust, equity, justice, collaboration and compassion. These are the principles or standards that we consider important in life. They shape behaviour and guide our decisions and actions.

Our strategic objectives shape and guide all roles at OPFS. They are the pillars that underpin all our work. We all will:

1. **Support** single parents to build on their strengths and attributes to achieve their goals.



2. **Strengthen** single parent families' wellbeing, enabling children to be happy and thrive.
3. **Influence** policies to eradicate child poverty taking an intersectional, equalities approach to policy making.
4. **Involve** single parents, experts by experience, to co-produce OPFS services and policy priorities.
5. **Challenge** societal attitudes and behaviours to fully support and respect single parent families.

About this role

We are looking for an experienced Communications and Marketing Manager to take on this exciting new role at One Parent Families Scotland. You will have the opportunity to lead this growing team as part of the Policy and Communications Department. We are looking for a creative and strategic thinker with a proven track record in developing and implementing communications, branding and marketing strategies. If you are passionate about supporting single parents to thrive and access the support they need through our services, we'd love to hear from you.

Role and responsibilities

Promotion and marketing

- Lead the charity's marketing functions, communications and digital presence to increase our profile and raise awareness of OPFS services
- Ensure compelling and emotive storytelling is at the heart of marketing activities in order to raise awareness of OPFS services and campaigns
- Create and lead a multi-channel marketing strategy that adopts a joined up approach
- Lead and oversee marketing activities in relation to OPFS services, campaigns and raising the charity profile
- Lead and oversee ongoing development and delivery of OPFS brand identity
- Train and equip staff to produce content in line with OPFS brand identity
- Stay current with design trends, tools and technologies, recommending improvements and innovative solutions
- Attend meetings and events on behalf of OPFS as required



Strategic communications and digital development

- Lead and oversee strategic communications function of OPFS
- Lead external communications and messaging to raise awareness of OPFS services and campaigns
- Lead internal communications to increase organisation awareness, cohesion and embed organisational strategy
- Lead and oversee ongoing website development, embedding a user centred approach
- Lead on development of digital content for OPFS website and social channels
- Work closely with colleagues to embed a joined up approach to participation, marketing and digital communications
- Support Senior Leadership Team with business continuity planning and messaging
- Lead projects for Policy and Communication Department, developing project management standards, tools and templates as appropriate

Managerial responsibilities

- Line management of Digital Content Officer, Marketing Officer, Web Developer and Internal Communications Officer
- Lead the annual budget development for your team and work with the Finance Manager on in year reporting and forecasting
- Take an active leadership role within the Policy and Communication Department
- Deputise for Head of Policy, Strategy and Communications as required, including conducting media interviews and delivering presentations

Corporate responsibilities

- Contribute to funding bids and reports for key priority areas
- Align with OPFS strategic objectives and values of trust, equity, justice, collaboration and compassion
- Adopt a trauma informed, anti-stigma approach that embeds equity, diversity and inclusion practice while ensuring all activities and outputs are accessible
- Actively contribute to teamwork and promote a positive, problem-solving attitude
- Regular travel across Scotland to engage with OPFS staff and parents
- Be flexible in approach to work and duties



- Attend relevant training and events
- Comply with policies on safeguarding, confidentiality, health and safety and data protection

The job description is a broad picture of the post at the time of preparation. It is not an exhaustive list of all possible duties, and it is recognised that jobs change and evolve over time.

Personal specifications

Essential experience and skills

- At least 4 years of experience working in strategic communications and/or marketing
- Ability to create and maintain cohesive project plans using project management tools such as MS Planner or similar to manage tasks, resources and schedules
- Line management experience
- Strong leadership skills with the ability to engage management, Board and the senior leadership team
- Ability to motivate people with your management and leadership skills, ensuring your team works collaboratively to meet deadlines
- Knowledge and understanding of issues affecting single parent families
- Proven ability to write high-quality and engaging content tailored to multiple audiences and stakeholders
- Proficiency in analysing data and information and turning complex concepts into accessible communication
- Experience of developing content for social advocacy or social change programmes
- Ability to develop creative campaigns that resonate with diverse audiences
- Experience in developing and managing websites
- Strong understanding of organisational development and culture
- Experience in developing and managing brand identity
- Experience using design tools such as Canva and/or InDesign
- Strategic thinker with the ability to prioritise workload and manage competing priorities
- Outstanding interpersonal skills and ability to build relationships internally and externally



Desirable

- Degree in marketing and/or communications
- Knowledge and understanding of Scottish advice sector
- Experience of working alongside people with lived experience to shape communications outputs
- Fast learner with the ability to engage with new policy areas
- Graphic design skills and experience

Personal qualities & attributes

- Strong understanding or lived experience of the realities faced by single parent families
- Commitment to anti-stigma, trauma-informed and rights-based practice
- Values driven, aligned with OPFS's strategic objectives and mission to challenge poverty and inequality
- Flexible, reflective and open to learning as the programme develops
- Self-motivated with a commitment to continuous professional development
- Strong commitment to equality, inclusion and diversity in all aspects of work



Terms & conditions

Application deadline: Midnight on Wednesday 30 September

Confirmation of appointment: Confirmation of appointment is subject to satisfactory completion of a 3-month probationary period, two references and a PVG check.

Salary: £44,434 - £48,878

Hours of work: 35 hours per week, worked flexibly to meet the needs of the service.

Holidays: Annual leave entitlement is 25 days and 12 Public holidays (pro rata)

Pension: You will be auto enrolled in our pension scheme with a 3% contribution from you and 7% contribution from OPFS

Training and support and supervision: You will receive induction training and frequent support in the first three months. Thereafter you will receive monthly individual support and supervision and annual appraisals. Regular team meetings will be held, and staff have access to internal and external training.

Equal opportunities and family friendly employment: OPFS aims to be an equal opportunity and family friendly employer. OPFS has Investors in People Gold status.