

**Edinburgh Tenants Federation**

**Communications Officer**

Recruitment Pack

**Edinburgh Tenants Federation Norton Park 57 Albion Road Edinburgh EH7 5QY**

**0131 475 2509****info@edinburghtenants.org.uk** 🌍**www.edinburghtenants.org.uk**

Edinburgh Tenants Federation is a Scottish Charitable Incorporated Organisation (SCIO) SC048236, regulated by the Scottish Charity Regulator (OSCR)

**Introduction**

Welcome to the recruitment pack for the exciting new post of **Communications Officer** with **Edinburgh Tenants Federation** (ETF).

**Edinburgh Tenants Federation** (ETF) has an exciting opportunity for a creative and dynamic individual to fill the role of Communications Officer within its core team. The successful candidate with lead on all internal and external communications, nurture a brand that underpins the core values of the organisation, and implement strategies and action plans to support the wider strategic business plan objectives.

The Communications Officer will manage the ETF social media channels and website, creating engaging content for a variety of audiences, and produce promotional materials and company literature, including annual reports and newsletters.

This role presents a fantastic opportunity for an enthusiastic individual to work on a wide range of projects to raise the profile of ETF and share the work of the organisation at both a local and national level.

Within this pack, you will find information about ETF, an outline of the role and person specification, how to apply and important dates to note.

To be considered for the role of **Communications Officer,** we ask that you **fully complete the list of recruitment forms below** and return to ETF at **info@edinburghtenants.org.uk** by **12 midday on, Monday 16th December 2024.**

* **Application form**
* **Criminal Convictions form**
* **Equal Opportunities form.**

The recruitment forms are available to download on the ETF website at [**https://www.edinburghtenants.org.uk/communications-officer-vacancy**](https://www.edinburghtenants.org.uk/communications-officer-vacancy)

Thereafter, you will receive acknowledgement of your application.

**If you have any questions** relating to the role, or would like further information, please contact the office on **0131 475 2509.**

**About ETF**

Edinburgh Tenants Federation is an award-winning, charitable, voluntary organisation that works to ensure that tenants and residents are able to fully participate in the development and implementation of proposals relating to the social, economic, physical and environmental regeneration of the communities of Edinburgh.

Our members are tenants’ and residents’ groups and others who have an interest in housing issues in Edinburgh.

**www.edinburghtenants.org.uk**

**What we do**

Edinburgh Tenants Federation:

* Represent member associations in citywide housing issues.
* Promote tenants’ rights and the maintenance and improvement of their homes and environment.
* Work to ensure maximum tenant participation in the development and implementation of a coherent housing strategy across Edinburgh complete with associated housing policies and management services.
* Work to unify and strengthen tenants’ and residents’ associations in Edinburgh and we assist and encourage the setting up of tenants’ and residents’ associations.
* Provide training to tenants’ and residents’ associations in their neighbourhoods and throughout Edinburgh.
* Assist members to exchange information and provide mutual support across the neighbourhoods, communities and areas of Edinburgh.
* Co-ordinate and represent our members on strategic city-wide initiatives to achieve common goals.
* Help and support our members in making their own representations to further their objectives at neighbourhood and area levels.
* Co-operate with and associate with other organisations, local, citywide or national on matters of common concern.
* Respond to consultations on matters which could affect housing and tenants.
* Provide information to our members through a monthly e-newsletter, bi-monthly newsletter, four monthly magazine and regular social media updates.

Edinburgh Tenants Federation is a membership-based organisation run by and for our members.

Our members elect the Executive Committee that takes responsibility for the day-to-day running of the Federation. We hold four members’ meetings a year where any member can attend and influence major policy decisions and our work priorities.

We employ a staff team to support tenant participation activities across the city using a community development approach.

**The ETF office base is located in Norton Park Business Centre, Albion Road, Edinburgh.**

**ETF embraces a hybrid working model and as such, staff are expected to work**

**from home and the office when appropriate.**

**Communications Officer Role**

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| **Role title:** | **Communications Officer** |
| **Location** | **Edinburgh Tenants Federation Office – Norton Park, 57 Albion Road, Edinburgh** |
| **Role Reports to:** | **Project Manager** |
| **Contract terms:** | **This post is funded for a fixed period until 31st March 2026. There may be scope for an extension of the post beyond this period.** |

**Role purpose**

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| Edinburgh Tenants Federation (ETF) has an exciting opportunity for a creative and dynamic individual to fill the role of Communications Officer within its core team. The successful candidate with lead on all internal and external communications, nurture a brand that underpins the core values of the organisation, and implement strategies and action plans to support the wider strategic business plan objectives.The Communications Officer will manage the ETF social media channels and website, creating engaging content for a variety of audiences, and produce promotional materials and company literature, including annual reports and newsletters.This role presents a fantastic opportunity for an enthusiastic individual to work on a wide range of projects to raise the profile of ETF and share the work of the organisation at both a local and national level. |

**Core accountabilities**

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| **Communication responsibilities:*** Lead on all internal and external communications – including maintaining a brand that underpins the core values of ETF.
* Design, deliver and implement communication strategies and action plans to support the delivery of the wider strategic business plan objectives.
* Monitor and report on the effectiveness of ETF’s communication activities against agreed performance indicators.
* Manage the ETF social media channels and create engaging content – including the creation of digital artwork and visuals, engage with followers, and respond to comments and messages.
* Manage and update the ETF website to a high standard.
* Plan and execute marketing campaigns across various channels, including social media, email, and the ETF website.
* Produce promotional materials and company literature (annual reports, newsletters, etc.) - including the creation of digital and printed artwork.
* Support the wider team with their communication requirements – including formatting reports and presentations in line with the ETF brand guidelines.
* Coordinate promotional ETF activities and events – including promotion, information, agendas, processing bookings, venue bookings, catering, transport and evaluation, etc.
* Share the work of ETF through press articles and securing news media coverage.
* Build relationships and maintain good communication with ETF members and represent ETF to external stakeholders.

**Administrative responsibilities** * Act as the first point of contact for telephone queries, provide direct assistance, and deliver excellent customer service.
* Monitor and respond to queries received via the generic ETF email inbox.
* Undertake routine administrative tasks such as filing and processing of daily mail to support the team.
* Maintain and update databases of key contacts and mailing lists.
* Set up and maintain efficient office systems.
* Support the wider ETF team and bookkeeper in its recording and maintenance of finance transactions.
* Administering the HR functions of the organisation.
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 **Please note:** These key tasks are not intended to be exhaustive, but they highlight several major tasks that the post-holder may be reasonably expected to undertake.

**Essential qualifications and experience**

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| **Qualifications*** Educated to Degree level focused on communications, marketing, design, or other relevant subject.
* Experience within a communications, marketing or design role.

**Experience and Skills** * Excellent working knowledge of Microsoft 365 software, including Word, Excel, and PowerPoint.
* Good working knowledge of Adobe CC Design software – specifically Photoshop, Illustrator, and InDesign.
* Excellent written and verbal communications skills.
* Excellent user of social media and social media management systems.
* Comfortable talking to a wide range of people and communicate by phone, email, and in-person.
* A willingness to learn new communication tools and technologies and implement where appropriate.

**Personal Qualities** * Interest in housing, community development and engagement practice.
* Be creative with strong design skills.
* Excellent attention to detail.
* Highly motivated and organised.
* Can work to tight deadlines
* Comfortable in a fast-paced working environment.
* Be a self-starter with the ability to work under pressure.
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**Office base**

Norton Park, 57 Albion Road, Edinburgh EH7 5QY. ETF embraces hybrid working and as such, staff are expected to work from both home and the office where appropriate.

**Salary**

The salary for this post is £35102.

**Hours of work**

35 hours per week. The post holder must be able to participate in regular evening work and occasional weekend work as some of our tenant participation work takes place in the evening.

**Pension**

Employees will become members of the Aegon Defined Contribution pension scheme. The employer’s contribution is 10% of salary. Employees are encouraged to make contributions to the scheme.

**Overtime and time off in lieu**

There are no contractual rights to overtime. A time of in lieu (TOIL) system is operated which should be agreed with your line manager.

**Travel Expenses**

Travel and other expenses incurred in respect of duties on behalf of the Federation are payable. If using employee’s own vehicle for work then mileage is payable at the rate of 45p per mile.

**Subsistence**

Payment available for subsistence incurred.

**Flexible Working**

We encourage dialogue about flexible working.

**Holiday Entitlement**

You will be entitled to 25 days paid leave per annum (the leave year runs from 1st April to 31st March), plus public holidays recognised by the City of Edinburgh Council (currently 10 days).

**Contract term**

This post is funded for a fixed period until 31st May 2026. There may be scope for an extension of the post beyond this period.

**Probationary Period**

All new posts with ETF are subject to a three-month probationary period.

**Terms and Conditions**

**How to apply**

If you are interested and wish to be considered for the role of Communications Officer, you should complete an application, Criminal Convictions and equal opportunities forms and submit to **info@edinburghtenants.org.uk** by **12 midday on Monday 16th December 2024.** Please insert “RECRUITMENT” in the subject line of your email.

Or alternatively, you can post the completed application, Criminal Convictions and equal opportunities forms to the following address marking the envelope “RECRUITMENT":

**Edinburgh Tenants Federation**

Norton Park

57 Albion Road

Edinburgh

EH7 5QY

The recruitment forms are available to download on the ETF website at **web address to be inserted.**

Should you require a hardcopy of the application form then please contact the office on 0131 475 2509.

**The recruitment process**

All applicants will receive acknowledgement of application.

It is anticipated that interviews will take place in-person **on Wednesday 15th January 2024** , at Norton Park, 57 Albion Road, Edinburgh EH7 5QY.

We may be able to offer some degree of flexibility around this date if you are unavailable to attend. Thereafter, applicants will be notified on the outcome of their application.

Additionally, the successful applicant will be required to complete a Basic Disclosure prior to commencing their role.