

Jewish Care Scotland

Communications and Engagement Officer job description

1. Job identification

Job Title: Communications and Engagement Officer

Responsible to: Deputy Chief Executive

Department: Income Generation

No of Job Holders: 1 x 16 hours (To be mutually agreed across 9am to 5pm, Monday – Thursday)

Line Management: Supervision of volunteers, with support of line manager.

Last update: August 2025

2. Job purpose

To encourage community engagement including working across any community and building based services in order to maximise wellbeing & cultural connections. The role holder will connect with and energise external stakeholders to maximise opportunities and deliver the organisations' objectives.

The Communications & Engagement Officer is responsible for implementing the Communications strategy in conjunction with the Deputy Chief Executive and external contractors.

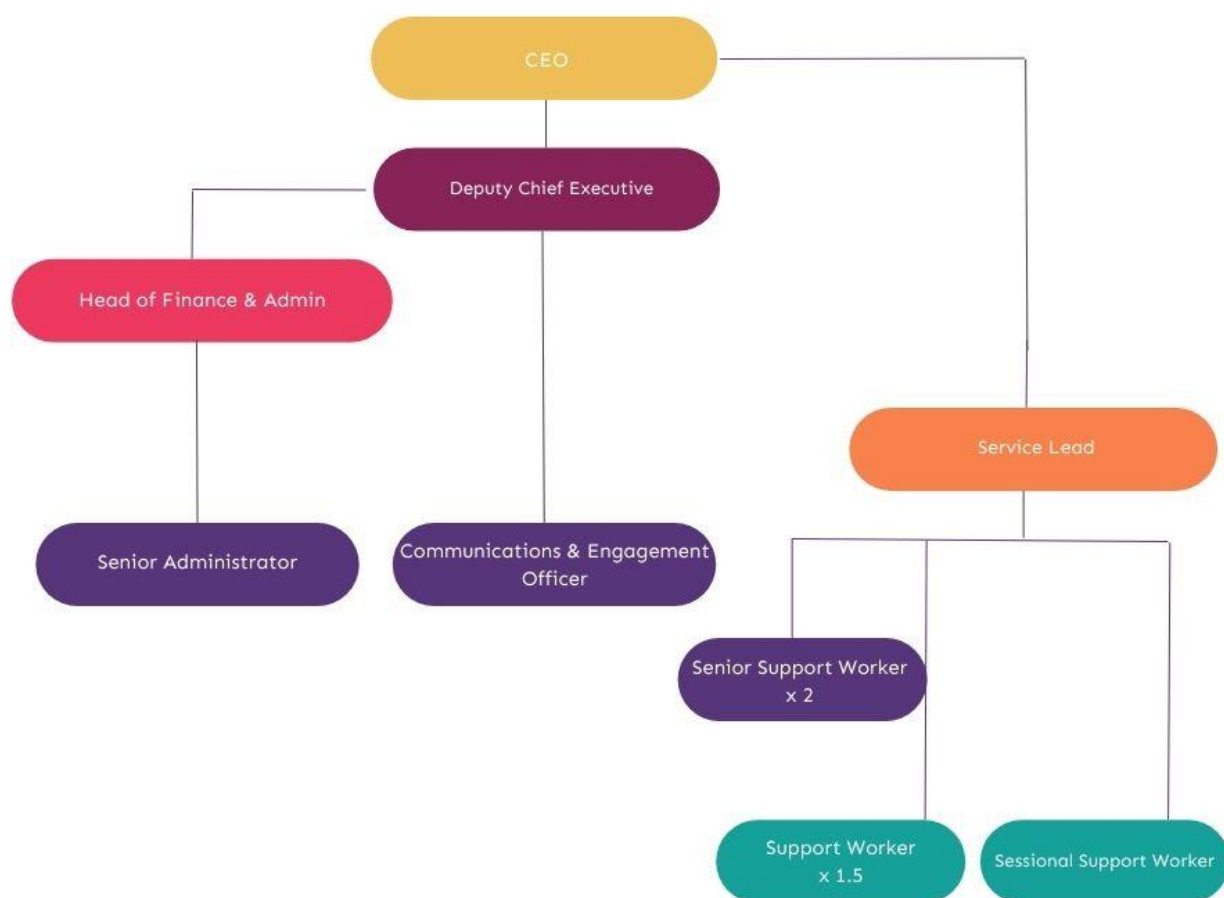
The Communications & Engagement Officer will lead on creating content, gathering information and publishing communications both internally and externally to meet organisational needs, raise awareness of services available, increase our reach as well as to maximise fundraising opportunities.

3. Role of department

The Income Generation department within Jewish Care Scotland aims to provide high quality funding streams as the main source of income into the organisation. The department is responsible for generating income through various funding streams and for strategically, together with the board and C.E.O., as well as operationally, maximising the potential of income the charity receives. The department is responsible for branding, internal and external communications including promoting services, and opportunities to all stakeholders. The department works across the organisation and within the wider sector and community to identify opportunities for growth and development.

4. Organisational position

Jewish Care Scotland organisation chart



5. Key result areas

Community engagement

1. Work in partnership with the Community and Wellbeing Team to understand what the charity does and to ensure that this forms the key messages that are used to not only raise funds but also goes out in consistent communications
2. Identifying key agencies and external agencies to work in partnership with including The Jewish Council of Scotland, The Scottish Jewish Youth Alliance and Calderwood Lodge Primary School to increase our reach and raise the profile of JCS amongst relevant audiences
3. Engaging with volunteers, existing and potential Service Users in the Community to identify, develop and deliver relevant and engaging activities and events. Increased participant numbers will be key results area
4. Working with colleagues to identify areas of opportunity to collaborate, work with external stakeholders or volunteers.

Communications

5. Responsibility for creating relevant and engaging content, in conjunction with colleagues across the organisation tailored to the correct audience to support the aims of the organisation
6. Responsibility for scheduling social media posts in line with the organisational communications strategy. Increased engagement and numbers of followers will be key results areas
7. Creating the quarterly newsletter to be shared with donors, supporters and external audiences with the aim to increase engagement and raise funds – online and hard copies to be produced
8. Contribute to communications including the Annual Review by gathering information and creating relevant and engaging content to be printed and shared online in advance of the AGM
9. Production of regular press releases to ensure presence in relevant press including The Jewish Telegraph
10. Provide support to the organisation and delivery of organisational events including volunteer and major donor stewardship events as well as the AGM.

Fundraising

11. Integral to the promotion of events, fundraising activities and opportunities with support from the Deputy Chief Executive. Increased participant numbers and funds raised will be key results areas
12. Contribute to and support the delivery of the JCS Annual Appeal including creating supporting content including social media posts, inclusion in newsletters etc. to reinforce messaging to deliver the appeal efficiently.

Training and development

13. Take responsibility for your own learning and ensure any gaps in knowledge are highlighted to the Team Leader for action as deemed necessary
14. Take part in regular supervision with the line manager and take part in any team meetings
15. Ensure all mandatory training is completed within the timescales agreed by management
16. Ensure familiarity and responsibility for any relevant legislation and guidance as deemed appropriate for your role.

Financial

17. No budgetary or financial responsibility.
- Other appropriate duties as required.

6. Assignment and review of work

Directly from the line manager for guidance, management and work review, objective setting and formal appraisal of performance.

Expected to reasonably self-manage especially in terms of identifying initiatives, managing initial referral information gathering and assessment and progressing tasks.

Expected to deputise and provide guidance to volunteers.

7. Knowledge, training and experience required to do the job

Essential

JCS values

- The ability to work in a way that upholds the values of JCS is essential
- The ability to demonstrate behaviour that supports the values of JCS is essential
- JCS Values:
 - Work with **integrity** by being honest and transparent in all we do
 - Ensure **competence** in our abilities by having a trained and skilled team
 - Demonstrate **compassion** by putting kindness at the heart of all we do
 - Show **respect** by listening to the feelings and wishes of others and promoting rights
 - Support **collaboration** by strengthening positive relationships within the community

Qualifications, knowledge and experience

- Personable, approachable, and highly organised
- Experience managing a multi-channel communications strategy
- Knowledge of social media channels and analytics as well as website management

Skills/ abilities

- High level IT skills
- Excellent team player and ability to multi-task
- Self-managing and confidence to manage own workload
- Ability to prioritise time and work on multiple projects at any one time
- Ability to motivate other staff
- Excellent written and oral communication skills
- Self-motivated, focused and enthusiastic

Desirable

- Understanding of Jewish culture
- Experience of working in a charity setting.

9. Job description agreement

A separate job description will need to be signed off by each jobholder to whom the job description applies.

Job holder's signature:

Line manager signature:

Date:

Date: