

Application Pack

Communications Lead

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About us

Origins

[Wellbeing Economy Alliance \(WEAll\) Scotland](#), officially founded in June 2018, is a registered charity and the most established local hub of WEAll Global to date, aiming to help build a Wellbeing Economy in Scotland.

Across the country, the purpose of the economy and dominant model of growth is being reconsidered, with pioneering projects springing up across different sectors. The Scottish hub emerged from the energy here to accelerate system change and to transform our economy into one that serves people and communities, first and foremost, while respecting our natural environment.

With a significant number of renowned partners, WEAll Scotland aims to amplify the work already underway in order to drive change by co-creating, testing and lobbying for alternative policies, practices and models, and identifying cross-sectoral opportunities. The hub offers vital coordination and strategic direction, which are required at a national level to support Scotland to lead the way towards fundamental system change.

Impact so far

Members: WEAll Scotland has built up a substantial network of partner organisations who share our values and work alongside us, to accelerate the transition to a Wellbeing Economy

Knowledge and Ideas: WEAll Scotland team members and allies have shared their learning on [alternative business models](#), the urge to [get economies off growth](#), [macro-structures](#), [grassroots developments](#), [the role of youth in economic system change](#), [poverty](#), and what a [Wellbeing Economy would look like for Scotland](#). WEAll Scotland has received significant press coverage, including in [The Herald](#), [The Independent](#), [The National](#), [BBC Radio Scotland](#).

Policy change: WEAll Scotland has successfully advocated for the integration of wellbeing indicators into core government policies in Scotland, through involvement in a number of important areas such as the groundbreaking Care Review. WEAll Scotland was core to the

establishment of the [Wellbeing Economy Governments \(WEGo\)](#) initiative, after instigating the partnership between Scotland, Iceland and New Zealand, which was launched in 2018.

Events: WEAll Scotland has hosted two major conferences - in 2018 and 2020 - with Nicola Sturgeon addressing the second of these. In addition to these conferences, WEAll Scotland has run a number of events targeted at specific sectors of the economy. In partnership with Oxfam Scotland and Mayfield & Easthouses Development Trust (in Midlothian), WEAll Scotland ran a workshop with community organisations to define what a Wellbeing Economy would mean for their community; an initiative which could be potentially extended to other communities across the country.

At a business and finance level, business leaders were brought together at a roundtable event to explore the potential of shifting business paradigms; and various actors from the finance sector considered a possible collaboration for a Wellbeing Economy at a co-hosted dinner with Baille Gifford. We also brought together thought leaders for a dialogue about the Wellbeing Economy agenda in Scotland, hosted by the Moderator of the Church of Scotland. Our team and allies have contributed to numerous third party events where our insight and vision was sought.

Our funding

WEAll Scotland operated as a voluntary organisation for the first two years of its operations. This year, we were granted significant funding from Friends Provident Foundation for the flagship Allies programme, which underpins our network.

Our board and team

WEAll Scotland is a highly respected organisation with substantial influence on the adoption of the Wellbeing Economy agenda in Scotland. Without financial resources, WEAll has achieved this via:

- [Core Team](#) – a team of 8 part-time volunteers carrying out development, management and operational tasks
- [Board of Trustees](#) – 8 voluntary directors, providing governance and oversight

Job Description: Communications Lead

Location: Home based. Successful candidate will be based in Scotland, or willing to relocate; once pandemic restrictions lifted. Role will involve travel throughout Scotland

Salary: Grade 2: £30,815 FTE (£12,326 annual)

Hours: 2 days per week pro rata (we have cause to believe that the number of hours for this role can be increased. Therefore, if this vacancy interests potential applicants who are looking for more hours, we encourage those to apply)

Contract length: Fixed term contract until end of Nov 2022, with extension subject to further funding

Reporting to: Director

Manages: No management responsibility

About the role

The Communications Lead role is responsible for the internal and external communications for WEAll Scotland. WEAll Scotland has a strong external profile and you will represent the network externally with key stakeholders from business, government and civil society. This role is a part of our flagship Allies programme, which aims to create a network of allies who collectively deliver and promote the feasibility and desirability of transition to a Wellbeing Economy You will be responsible for creating an external communications strategy and delivering this for the programme.. You will also be responsible for creating and delivering on an internal communications strategy, ensuring high quality communications across the Board, the Core Team, Associates and volunteers, who collaborate to support both practical and policy changes. You may use a Client Relationship Management (CRM) tool to achieve this.

You will build relationships with key journalists across Scotland which will maximise the profile of our work. You will create (and support the creation of) content for external events and the media, by working with the Core Team, Associates and volunteers, as well as designing and hosting events, seminars and press conferences. You will also manage our social media channels using your communications and social media skills, and support the redevelopment of the WEAll Scotland section of the wider global WEAll website.

Key Responsibilities

- With the team, co-create and deliver on an effective internal communication strategy. Partner with a range of people to deliver WEAll Scotland's internal communications (including the WEAll Scotland comms volunteer, the Director and the Policy and Engagement Lead)
- Ensure everyone is connected across the organisation in terms of operations, updates and social activities
- Co-create and deliver on an effective external communication strategy and work with partners to deliver this across key strategic audiences; including the effective use of a Client Relationship Management (CRM) system
- Build relationships with key journalists and outlets, alongside the Director
- Design mass media announcement templates and press releases
- Manage and revamp the WEAll Scotland website, including amplifying a range of voices to feature from our allies network and beyond. This will include proof-reading content and ensuring the framing is fit for purpose
- Host events, seminars and press conferences
- Manage media inquiries and arrange interviews, statements etc
- Manage the social media channels (Twitter, LinkedIn)
- Horizon scanning alongside the Policy and Engagement Lead

Key Skills and Experience

Essential

- Ability to cocreate and deliver external communications strategies
- A track record of developing and delivering on internal communications strategies
- Excellent in the use of social media to share important messages, and to amplify the messages of partners which align to our goals
- Knowledge of new economic ideas and concepts
- Experience in managing and revamping websites
- Experience of managing social media channels; driving content creation and quality assuring content that has been produced by others
- Experience managing media inquiries and coordinating interviews, statements and producing press releases
- Ability to design and host events, seminars and press conferences
- Deep commitment to WEAll Scotland's aims and objectives

- A good understanding of diversity and inclusion work and commitment to tackling all institutional forms of oppression, bigotry and exclusion

Preferred/Optional

- Links to key journalists across Scotland
- Experience of using CRM tools
- Comfortable in facilitating groups, working in a participatory way to generate communications strategies

How to apply

To apply, please download an [application form](#), complete it and send it to jobs@scotland.weall.org before the closing date. Please send your application as a Word document or google doc (not a PDF) and please do not include any other documents with your application - they will not be read.

Closing date for applications: **23:00 on Sunday 1st August 2021**

First interviews will take place on **w/c 9th August 2021** with second interviews on **w/c 16th August 2021**

Due to the volume of applications we usually receive, we regret that we are unable to offer feedback to individual applicants who aren't selected for interview.

Equal Opportunities

We are committed to providing equal opportunities for everyone, regardless of their background. We believe this is crucial to ensuring the legitimacy and effectiveness of our work. We acknowledge that people from a number of communities are underrepresented in our team and in the wider movement of those seeking systemic economic change and the charity sector in general, and we're committed to addressing this. If you believe you would bring greater diversity to our team, we're keen to hear from you. We are open to assisting with childcare or other duties that may prevent candidates from attending an interview.



Get in touch

If you have any questions about the role, or if you feel you could do this role well but don't have all the characteristics we're looking for, please contact WEAll Scotland Director, Jimmy Paul, on Jimmy@scotland.weall.org for an informal conversation.