



Communications Officer

Outline terms of employment:

- Reports to: Head of Development
- Salary: £25,000 per annum (pro rata) (and up to 3% matched contribution to pension)
- Location: Hybrid work from home and in our Glasgow Office; occasional meetings in clients' homes and other community locations
- Hours of work: The role is part-time, remunerated at 21 hours per week
- Flexibility: As part of our commitment to diversity and flexible working, we will consider flexible working options for the successful candidate
- Contract period: One year, with a view to extending, subject to funding
- Probationary period: Three months (during which time statutory rights apply)
- Holiday entitlement: Equal to 34 days per year (includes 9 bank holidays)

The above are outline terms only, and a full statement of employment particulars will be issued to the successful candidate.

To apply:

- Please email Amanda Purdie, amanda@ammabirthcompanions.org, with your CV and a covering letter outlining your relevant experience and motivation to apply. **Please also include two recent writing samples (e.g. email campaign, report/publication, blog post).**
- Application deadline: September 22, 2022
- Interview dates: September 27 & 29, 2022

About Amma

Amma Birth Companions is a Glasgow charity that supports pregnant people and new parents facing significant adversity on their journey to parenthood. Our mission is to create a supportive space where individuals feel seen, informed, and empowered in all aspects of their birth experience.

We provide volunteer companions to those who are facing pregnancy, birth, and early parenthood with limited access to support. This includes, but is not limited to, those who are refugees and in the asylum process.

Our companions offer one-to-one emotional and practical support throughout the perinatal phase, which is complemented by education and peer support activities.



The Role

We're looking for a proactive Communications Officer with at least two years' experience of creating and delivering multi-channel communications. In this role, you will utilise skills in traditional media, digital and social communications to raise awareness of Amma's work and communicate our impact to external audiences. You will also help to deliver engaging awareness and fundraising campaigns.

You will support the Head of Development to develop and maintain a strong online presence. You will lead and manage our social media and digital channels to create compelling content. This may involve providing high quality briefs to graphic designers/agencies to develop on-brand visual content.

The Communications Officer will be adept at storytelling and able to identify and pursue opportunities to share the impact of our work. This will involve interviewing staff, clients, and volunteers about their experiences.

Whether drafting a tweet, pitching a news story, or writing a report, you will be a confident communicator who is able to adapt your messaging and tone to suit a range of audiences.

You must have strong written communication skills, with the ability to edit and proofread a everything from email copy to grant applications.

Job Description

- Work with the Head of Development to develop and manage a multi-channel communications strategy covering all aspects of Amma's work
- Develop and deliver communications plans to support fundraising and community engagement activities
- Utilise creative storytelling to communicate the impact of our work
- Support the Fundraising Manager with fundraising communications including small grant applications
- Develop and manage social media content to grow our online audience and engage followers
- Create compelling content for digital channels, including website, social media, and newsletters
- Design creative content using programmes such as Canva or through briefing external producers and designers
- Monitor responses and engage with content from Amma's online community



- Coordinate the Amma monthly email newsletter and manage e-mail subscriber lists
- Produce testimonials and case studies for the Amma website
- Regularly monitor digital analytics to monitor and increase engagement
- Set up and monitor social and Google ads to increase supporter engagement
- Support the creation of strategic publications including the annual report
- Attending occasional out-of-hours events
- Support the wider team to proofread and edit written communications and ensure brand guidelines are followed

Qualities & Experience

Essential knowledge & experience:

- Producing social media content and coordinating multiple social channels
- Producing email communications using email marketing software
- Delivering multiple priorities or projects to a deadline
- Creating original content for a range of communications channels
- Experience of interviewing people to develop stories and case studies

Desirable knowledge & experience:

- Experience in monitoring and evaluation of analytics
- Managing/directing media enquiries
- A good knowledge and experience of GDPR and managing sensitive data
- Using a content management system to update web content
- Drafting press releases and engaging the media
- Managing Google Ads and social ads

Essential skills:

- Excellent written and verbal communication
- Creative thinking and an ability to identify storytelling opportunities
- Understanding of digital analytics and using data to spot trends and opportunities
- Reliable, organised and committed
- Excellent administrative and organisational skills
- Excellent attention to detail and ability to proof-read



- The ability to work effectively under pressure and meet tight deadlines
- Self-starter who enjoys the buzz of being part of a small and passionate team
- Good computer skills and attention to detail

Desirable skills:

- A good eye for design and ability to use design programmes such as Canva
- Knowledge of asylum issues
- Knowledge of issues facing other vulnerable groups
- Knowledge of childbirth

More details

Amma believes in fairness, equity, diversity and inclusion. We recognise the importance of an inclusive and diverse workforce, and we strive to ensure our recruitment process is inclusive and accessible to everyone.

We welcome and actively encourage applications from people with a diverse range of experiences, regardless of age, disability, gender, ethnicity, religion and sexual orientation. We also welcome and encourage applications from people with lived experience of our client group.

This role will be subject to references and a Protection of Vulnerable Groups check.