

<b>Job Location:</b>	Head Office
<b>Responsible to:</b>	Content and Health Information Manager
<b>Responsible for:</b>	N/A

1. Introduction to Chest Heart & Stroke Scotland

# NO LIFE HALF LIVED

Everyone has the right to live life to the full. After a diagnosis of a chest or heart condition or a stroke, many people experience fear and isolation and struggle with the impact on their lives. Chest Heart & Stroke Scotland won't stand for that. The care and support we deliver every day ensures everyone can live the life they want to.



**Our Vision:** welcome to a Scotland where people with our conditions can live their lives well. Full lives, with the right support, at the right time and in the right place. A place where you can shape your future and live the life you want to lead.

**Our Mission:** welcome to a community where people can support each other, secure the expert help they need and collectively advocate for the care that matters to them. Welcome to the charity that never underestimates the power of a cup of tea, a conversation started, a recovery begun.



**No Life Half Lived means we need to listen to people with our conditions and deliver well for them. We have identified four goals to get us there.**

We will place our focus on **addressing the unmet needs** of people with our conditions - social, emotional, and physical - across all Scotland's communities.

We will be **led by our people:** people with lived experience of our conditions, their families & carers, friends, colleagues and healthcare professionals.

We will secure the **funding required to deliver via a diverse income portfolio that is consistent with our values** and ethical approach.

We will be **effective and accountable** in all that we do.

We have developed six values to guide us in delivering against our goals:

**Agile:** we will be able to adapt to the needs of our people and the environment we work in.

**Innovative:** we will look for improvement in what we currently do and be creative in developing new services.

**Inclusive:** we will adopt a human rights based approach to our work and ensure we are accessible.

**Accountable:** we will take ownership for our work and hold decision makers to their responsibilities.

**Collective:** we can only achieve our goals by working together and learning from each other.

**Courageous:** we will say what needs to be said and do what needs to be done to meet our goals.



## 2. Job Purpose

This role is essential in delivering emotive and engaging communications to promote the charity's work and ambition that there should be No Life Half Lived in Scotland. The role holder makes a central contribution to the charity's No Life Half Lived Strategy's goal to develop a new language around our conditions by working with teams across departments to develop engaging person-led content for everything ranging from appeals to events and publications.

The post-holder will tell the inspirational stories of those we support in a way that helps people connect with what we do and ways that they can support us.

## 3. Key Challenges

- **Working across departments** - The role spans across Directorates and brings together a wide variety of staff.
- **Generating case study leads** – This requires working with staff at all levels of the organisation, supporters and volunteers to tell the story of the charity and the NLHL strategy.

## 4. Key Responsibilities

- Turn leads for potential stories into engaging content that can be delivered across a variety of platforms (eg. print, video, online).
- Grow and maintain a "stories bank" to support staff across the organisation to communicate what we do to external audiences.
- Draft copy to engage a variety of audiences using CHSS's tone of voice.

- Work across CHSS departments to develop content that supports their departmental strategic objectives. Ensure content is user-focused and consistently meets publishing standards.
- Work in partnership with health professionals and external experts to ensure the accuracy and appropriateness of content and information.
- Update all web content to make sure that it meets brand and messaging guidelines.
- Maintain and update branding and content guidelines.
- Review materials and amend to ensure it reflects the charity's No Life Half Lived messaging.
- Manage a portfolio of content across multiple platforms including digital, print and video.
- Ensure content is user-focused and consistently meets publishing standards.
- Commission and manage designers, production companies, photographers and other contractors as required.
- Ensure all content is relevant, appropriate and meets CHSS brand values.
- Ensure that resources are delivered in the appropriate tone of voice, are accessible, engaging and conform to CHSS brand guidelines.
- Work with Communications colleagues to produce, market and distribute products to relevant target audiences.
- Operate within CHSS content approval guidelines and to deadlines.
- Identify internal/external stakeholders for collaborative work and take part in working groups as required.
- Ensure effective cross team working and joint planning.
- Manage review of certain pieces of content by service users.

## 5. Key Results/Objectives

- External messaging and collateral produced meets the charity's messaging standards.
- The charity tells the story of its impact in a very engaging way.
- A regularly updated bank of case-studies and person-led content is available to staff across the organisation.
- Increase in the number of website users and the time they spend on the website.
- Content produced is of the highest quality.

## 6. Dimensions

Budget responsibility: None

Contacts: **(Internal)**

Heads of and Team Leaders  
 Communications Department  
 Marketing Manager  
 Policy Manager  
 Graphic Design Team  
 Fundraising Department  
 Services Department  
 Corporate Services Department  
 Other staff across CHSS

**(External)**

CHSS Supporters and Service Users  
Health Professionals and Partners  
External media agencies  
Community contacts and Partners  
External social media platform administrators

*The above job description is not exhaustive and is clarified to include broad duties inherent in the post. Evaluation and development of this post may, in time, indicate a need to revise duties herein.*

## Person Specification

	Essential	Desirable
<b>Education and Knowledge</b>	<ul style="list-style-type: none"> <li>Degree level qualification or equivalent qualification in journalism, marketing or publishing.</li> </ul>	
<b>Previous Experience</b>	<ul style="list-style-type: none"> <li>Generating published content (eg. PR, journalism, magazine publishing).</li> <li>Delivering external communications projects across teams.</li> <li>Improving systems and processes to increase effectiveness.</li> <li>Delivering work of an excellent quality within tight timescales.</li> <li>Developing and working within brand guidelines.</li> <li>Editing published materials.</li> <li>Influencing internal and external stakeholders in high pressure situations.</li> </ul>	<ul style="list-style-type: none"> <li>Experience in writing website content using a CMS.</li> </ul>
<b>Skills Aptitudes Abilities</b>	<ul style="list-style-type: none"> <li>Ability to get to the heart of the story – taking complex information and turning it into engaging content.</li> <li>Ability to turn someone’s story into emotive and engaging content across a full range of platforms (media, written materials, social media, video).</li> <li>Ability to communicate effectively with a variety of audiences both verbally and in writing.</li> <li>Attention to detail.</li> <li>Ability to think creatively.</li> <li>Ability to quickly develop excellent working relationships and grow internal and external networks.</li> <li>Ability to be assertive in advising and supporting teams to meet their needs.</li> <li>Ability to influence internal and external stakeholders.</li> <li>Proactive approach and solutions focused.</li> <li>Ability to problem solve.</li> <li>Proof reading.</li> <li>Editing skills.</li> </ul>	
<b>Disposition</b>	<ul style="list-style-type: none"> <li>Commitment to ethos of the voluntary sector.</li> <li>Commitment to equal opportunities.</li> <li>Willingness to work flexibly.</li> <li>Commitment to working together as part of a team to deliver ambitious goals.</li> </ul>	

## Summary of Terms and Conditions of Employment

<b>Term:</b>	Permanent
<b>Salary:</b>	Grade 4(i), Scale Points 23-30, £23,211 - £28,997 per annum (Implementation of job evaluation exercise – review pending)  <i>New appointments are normally placed at the base of the salary scale unless there are exceptional circumstances.</i>
<b>Hours of work:</b>	32.5 hours per week (CHSS full-time is 32.5 hours)  Willingness to work flexibly including travel and, on occasion, to stay away from home
<b>Review of Work:</b>	The postholder is subject to the CHSS objective setting, supervision and appraisal process.
<b>Travel:</b>	Any travel required and other necessary expenses are reimbursed.
<b>Annual Leave:</b>	CHSS leave year runs from 1st April to 31st March. Employees are entitled to 36 days annual leave in their first year of service (including public holidays). An employee will be awarded one extra day's annual leave for each complete year of service up to a maximum of 42 days (including public holidays). These allowances are pro-rated for part time employees and further pro-rated for those who join or leave CHSS during the leave year.
<b>Pension scheme:</b>	<p>CHSS offers a Group Personal Pension Plan, which has been established with Aviva. The Plan is a money purchase arrangement. You can choose at what rate you wish to contribute (subject to a minimum age related contribution) and how to invest your own contributions and those made by CHSS. The emerging fund at the point that you wish to take the benefits is then used to purchase a pension that is paid for the rest of your life.</p> <p>Employee's and Employer's Contributions are paid on the portion of the employee's salary which is above the National Insurance contributions threshold (the Lower Earnings Limit). Employees who meet the relevant criteria are "automatically enrolled" in the scheme.</p> <p>There are also schemes which provide death-in-service benefit and permanent health insurance.</p>
<b>Equal Opportunities:</b>	CHSS is committed to equality of opportunity and to no discrimination on the grounds of race, religion or belief, age, sex, marital or civil partnership status, disability, sexual orientation, transgender status, pregnancy or maternity.