

# Media and Communications Officer

## Application Pack

October 2020

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## BACKGROUND:

The Scotland Malawi Partnership (SMP) is an independent umbrella organisation which exists to inspire the people and organisations of Scotland to be involved with Malawi in an informed, coordinated and effective way for the benefit of both nations. We do this by providing a forum where ideas, activities and information can be shared on our website, through our online mapping tool and through regular workshops, training events and stakeholder meetings. By creating a single space for all the organisations and individuals in Scotland currently engaged with Malawi to come together, we help reduce duplication of effort, add value to Scotland's historic civil society relationship with Malawi, and contribute towards poverty alleviation in Malawi.

We have over 1,200 members, all of whom have their own Malawi work/connections; you can search our member database and online mapping tool at: [www.scotland-malawipartnership.org/members/](http://www.scotland-malawipartnership.org/members/). Our membership includes all Scottish universities, 230 Scottish schools, half Scotland's local authorities, and hundreds of churches, charities, businesses and all manner of community groups.

We are active in coordinating, representing and supporting two-way dignified partnerships across a diverse range of areas including: [cultural links](#); [diaspora leadership](#); [environment and renewable energy](#); [faith links](#); [further and higher education](#); [gender](#); [governance](#); [health links](#); [local authorities](#); [primary and secondary education](#); [sport](#); [sustainable economic development](#); [tourism](#); [trade and agriculture](#); [water](#); and [youth](#).

A [2018 University of Edinburgh](#) study estimated that the SMP membership contributes over £49 million in time, resources and money to their links with Malawi each year. This activity directly benefits 2.9 million Malawians and 260,000 Scots annually. In total, more than 208,000 Malawians and 109,000 Scots are actively involved in links between the two countries, making the SMP one of the UK's largest cross-community networks engaged in international development.

A separate [2018 paper](#), by a University of Glasgow researcher, working from a randomly selected sample of 449 Scots, found that roughly 45% of Scots could name a friend or family member with a connection to Malawi, and more than 75% of Scots were supportive of these links, with less than 1.5% opposed. There is arguably no comparable north-south, people-to-people bilateral relationship with this degree of public engagement and support.

The Partnership continues to be buoyed by the growth in both quantity and quality of civil society connections between Scotland and Malawi. The difference these links make in terms of combating poverty in Malawi and inspiring greater awareness in Scotland has been recognised from the outset as something immensely worthwhile. Indeed, the hundreds of Scotland-Malawi connections represent an innovative new approach to international development. This is an approach based not on 'donors' and 'recipients' but on long-standing, mutually-beneficial community-to-community, family-to-family and people-to-people links, each on its own quite modest but, taken together, a formidable force for progressive change.

We are a coalition of civil society actors who believe in sustainable development through *dignified* partnership. We do not underestimate our ability to shape our future around the values and principles we, and our friends in Malawi, hold dear.

Our work is delivered by a small but highly effective [staff team](#), and governed by a large, experienced and committed [Board of Directors](#), elected from and by our Membership. Our Board Chair is Professor Heather Cubie.

**David Hope-Jones OBE**  
**Chief Executive Officer**

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[www.scotland-malawipartnership.org](http://www.scotland-malawipartnership.org)

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## HISTORY:

The friendship between Scots and Malawians began in 1859, with the warm welcome extended to David Livingstone and his companions when he entered what is now Malawi for the first time. Over the next 150 years countless individuals, families and institutions have struck up friendships, which have often found expression in the creation of development projects.

When necessary, the Scotland-Malawi relationship has taken a directly political form. In the late 1880s a massive, popular campaign in Scotland persuaded the British Government to rethink its initial unwillingness to become involved in the area, leading to Britain, rather than Portugal, becoming the colonizing power.

In the 1950s, when the racist Federation of Rhodesia and Nyasaland was imposed on Malawi, Scots stood shoulder to shoulder with Malawians in resisting it, until finally the Federation was dismantled and Malawi became an independent country in 1964.

More recently, in the 1990s, Scots offered significant solidarity as Malawi threw off the shackles of its one-party system and became a multi-party democracy.

The challenge posed by the United Nations Millennium Development Goals was taken up in Scotland in the late 1990s by David Livingstone's *alma mater* Strathclyde University when, in partnership with Bell College (local to Livingstone's birthplace at Blantyre), they launched their Malawi Millennium Project.

This Millennium Project was the catalyst for a new round of networking among individuals and organisations in Scotland with strong ties to Malawi. Many sensed that significant value could be added by coming together under a single umbrella. The Scotland Malawi Partnership was officially launched in April 2004 with the support of the Lord Provosts of Edinburgh and Glasgow.

The following year, 2005, the G8 met at Gleneagles, with the Make Poverty History campaign drawing public attention to the issue of international development. At the same time the Scottish Government published Scotland's first international development strategy, with a particular focus on the relationship between Scotland and Malawi.

On the 3<sup>rd</sup> November 2005, the historic Co-operation Agreement between the governments of Scotland and Malawi was signed, and immediately afterwards the Scotland Malawi Partnership hosted a "Malawi After Gleneagles" conference at the Scottish Parliament. Our patrons, HRH the Princess Royal and His Excellency President Bingu wa Mutharika, and the First Minister, Rt Hon Jack McConnell MSP, looked forward to a new chapter in our strengthened friendship.

During 2005 the Partnership registered as a Scottish Charity (SCO37048) and as a Company Limited by Guarantee (SC294378). Three-year funding (2005-08) was awarded by the Scottish Executive in 2005 which allowed the Partnership to employ a full-time Coordinator and to rent office space within the Edinburgh City Chambers. The three-year grant was renewed for the 2008-11 period on the basis of specific provision for networking organisations made by the Scottish government within its International Development Programme. While always respecting the distinct identity of the two bodies, the Partnership has enjoyed a collaborative and productive relationship with the Scottish Government's international development team.

Enthusiastic members, a dynamic Board of Directors and the effective leadership of successive Principal Officers/Chief Executives Leo Williams (2006-08) and David Hope-Jones (2008-) have enabled the Partnership to build up an extensive programme of activity: growing its membership; producing regular bulletins of information; creating a comprehensive website; organising sector-specific forums, stakeholder meetings and training events; responding to enquiries from members of the public and the media; running the Cross-Party Group on Malawi in the Scottish Parliament; organising a programme of academic

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exchange, relating to Malawian counterparts and hosting their visits to Scotland; and arranging high-profile events when required, both in Scotland and in Malawi.

The Partnership draws its strength from strong community roots, personal involvement and a deep history of mutual respect and common cause. This has fostered a new approach to international development, one rooted in people-to-people networks. Vital government support acts as seed funding, which is then multiplied many times over as individuals and organisations offer their expertise and resources to the common effort. The contribution of a primary school or church group is as important as that of any leading development charity, only the scale differs.

With growing confidence, the Partnership commends this model as one which represents effective aid as it mobilises the community at large to contribute to the realisation of the Sustainable Development Goals and Malawi's own Growth and Development Strategy.

2012 was a key year for the SMP as, after years of endeavor and aspiration, we were able to assist our sister organisation in Malawi, the Malawi Scotland Partnership, establish its own independent Secretariat. The significance of this should not be understated. There are all too few comparable bilateral initiatives where our partners and friends in the global south are able to lead the agenda and drive the partnership forwards. Ours is a partnership built on mutual respect and mutual understanding. Friendship, joint-working and Malawi-leadership are key in all we do.

In March 2013 the SMP hosted one of its most exciting events to date - the visit to Scotland of President Joyce Banda, southern Africa's first ever female head of state, to mark the bicentenary of the birth of David Livingstone. We ensured that while in Scotland the President met with dozens of SMP members: individual members young and old, and organisations big and small. She spoke passionately about the work of the Partnership and the value of people-to-people links.

The Partnership successfully completed its ambitious [2014-17 Strategic Plan](#) in which it developed significant new and exciting areas of work including in: business, trade investment and tourism; youth and schools; diaspora engagement; Commonwealth Games outreach; demonstrating impact; and lobbying and advocacy.

The Scottish Government has awarded a fifth three-year core grant to the SMP, giving sound financial assurance for 2017-20. The SMP's 2017-20 Strategic Plan has an ambitious [Theory of Change](#), with internal and external outcomes across seven strands of activity: communicating our message; understanding our impact; strengthening our partnership; supporting sustainable economic development; inspiring the next generation; practical support and sharing; and integrating and influencing.

Applicants can learn more about the work of the SMP through our [website](#) and our published [Annual Reports](#).

**More information on the Scotland Malawi Partnership and our work can be found on our website ([www.scotland-malawipartnership.org](http://www.scotland-malawipartnership.org)). We also recommend Rev Prof Kenneth Ross' excellent new book '[Friendship with a Purpose: Malawi and Scotland for Sustainable Development](#)' (2018) which sets out the historical and contemporary context of the SMP, and the [Official Report](#) from the September 2018 High Level Conference in Malawi, which articulates Malawi's vision for the next chapter in the bilateral friendship, and updates the 2005 [Malawi After Gleneagles](#) conference in the Scottish Parliament.**



## VISION, MISSION AND VALUES:

### Vision:

**The SMP exists to inspire the people and organisations of Scotland to be involved with Malawi in an informed, coordinated and effective way for the benefit of both nations.**

The Scotland Malawi Partnership promotes a people-to-people model of development, rooted in the shared history between our two countries. It focuses on active relationships between people to foster a shared understanding of the development challenges facing Malawi and to support the development of practical, sustainable solutions. It is through this deeper understanding and shared human experience that the people of Scotland and Malawi will be able to effect real and lasting change, both through their own activity and by influencing the policies and actions of governments and institutions.

### Mission:

We aim to foster links, consistent with our values, between the two nations, and encourage development of sustainable projects in Malawi by:

- Informing and inspiring civil society in Scotland about the work of the Partnership, the unique shared history between Scotland and Malawi, and the development challenges facing Malawi, in order to increase public support for extending and enriching the relationship between the two nations
- Seeking to employ an alternative model of international development, based on mutually beneficial civil society partnerships and links, and advocating its wider employment elsewhere
- Acting as a forum for encouraging best practice amongst member organisations through the provision of training and the sharing of ideas, processes and information
- Encouraging a reduction in the duplication of effort in Malawi by facilitating networking, promoting shared learning and raising awareness of existing initiatives
- Developing support mechanisms which can lead to an exchange of people and/or advance cultural, political or economic understanding between Scotland and Malawi
- Informing our members of activities, opportunities or items of significance arising in either Scotland or Malawi
- Demonstrating the relevance of Scotland's civil society contribution to the attainment of the Government of Malawi's Growth and Development Strategy and the Sustainable Development Goals.



Values:

Our Values describe our approach, and our Vision and Mission can only be achieved if staff, directors, member organisations and associate members hold these values:

- Mutual respect – we recognise that the historic bilateral civil society relationship between Scotland and Malawi is built on trust and mutual respect and we celebrate its inherent reciprocity.
- Cooperation - We foster a spirit of cooperation, building partnerships and alliances in pursuit of our objectives, avoiding duplication and forging creative ways to work together.
- Internationalism - We stand in the tradition of Scottish internationalism, resisting isolationism and xenophobia, believing that Scotland's strength lies in building strong relationships with nations elsewhere in the world.
- Service - Paramount in all our work is provision of the highest possible quality of service to our members. We strive to meet their expressed needs by offering relevant information, advice, training and resources.
- Continuous improvement – we continuously strive to improve the quality of our service, as perceived by our members, to encourage viable, ethical development activity between our members and their Malawian counterparts.
- Sector understanding – we understand the sector(s) in which our members are operating, both in Scotland and Malawi, and respond positively to situations which can advance developmental aspects of the Partnership.
- Development – staff, directors and members are committed to encouraging links between Scotland and Malawi, to reduce poverty, promote justice and relieve suffering in Malawi. To achieve that, we all have a role to play in managing our own development and in being supportive of others.



## JOB DESCRIPTION:

An exciting opportunity has arisen to deliver on the media and communications needs of the Scotland Malawi Partnership and help direct an essential leading voice in the Scottish international development sector.

The post-holder will help to deliver high quality communications in support of key event events as well as continuing to respond to and communicate with the SMP's membership and other target audiences.

This role requires a highly motivated, energetic, quick, adaptable and productive individual who has the experience and ability to work for a fast-paced organisation with a degree of autonomy where necessary, who is resourceful and is keen to contribute to the life and work of a busy team that is both strategic and opportunistically responsive to its members' needs.

Through the Covid crisis, digital communications are of paramount importance, and are an integral part of the SMP's [Covid-19 Response Strategy](#). We are looking for an individual that can think innovatively about how best to use the digital space to disseminate key information, engage members and stakeholders, and share the Partnership's core narrative.

We need someone with proven experience with a range of digital tools and platforms, who has a keen eye for detail, a passion for internationalism, and the personal drive and determination to succeed even in challenging, changing environments. If this sounds like you, and if you are excited about being the mouthpiece of arguably the UK's largest cross-community international development network, we encourage you to apply.

### **Responsible to: Deputy Chief Executive**

**Purpose of role:** To deliver on the communications needs of the SMP: communicating key message to members and stakeholders, raising the profile of Scotland-Malawi links among target audiences, disseminating our core narrative, and supporting a number of high-profile events.

### Communications planning:

- Agreeing with the wider team, the communications priorities at the start of each week and populating a weekly communications grid, outlining how the SMP's messages will be delivered across the Partnership's various digital platforms.
- Through the week, delivering this communications grid and reporting back to the team at the end of the week, to ensure full team involvement in the SMP's messaging.

### Social Media

- Managing the SMP's social media channels, including Twitter, Facebook, Instagram, YouTube and LinkedIn
- Using social media to disseminate information and engage, inform and inspire audiences
- Manage the strategic use of social media to engage new audiences

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### Website

- Launch the SMP's new website and work with the developers to ensure a smooth roll-out
- Keeping the website up to date, dynamic and engaging
- Maintaining the SMP website via CMS, including the online member database
- Managing and uploading content on the SMP website

### Member Communications

- Preparing and circulating a weekly members' e-bulletin
- Working strategically and proactively to develop the quality of the bulletin and its readership

### Other digital engagements:

- Working innovatively to develop new digital engagements and outreach working
- Exploring the commissioning of an SMP podcast
- Supporting other staff to effectively move planned face-to-face engagements into the digital realm

### Media

- Developing relationships with national and local media in Scotland and building a database of warm media contacts
- Developing and delivering strategic media plans for high-profile SMP events
- Issuing reactive and proactive media statements to represent the SMP and its members in the Scottish, Malawian, UK and international media
- Supporting members to themselves engage with media and increase positive coverage of Scotland-Malawi links

### Photography and videography

- Commissioning from a pool of freelance photographers/ videographers
- Boosting our audience reach by focusing on more video production
- Supporting members with videography and photography
- Managing library of engaging video and photo content from SMP and member events
- Supporting the delivery of external SMP video commissions, including for the David Livingstone Centre

### Strategy:

- Assisting the development of an updating Communications Strategy to help drive the Partnership's work in this area and achieve maximum results.

### Marketing and Communications

- Support the design and printing of key publications such as the Annual Report
- Collate and design reports as needed

### Other

- Assisting with the collection of monitoring and evaluation data
- Monitoring and reporting on media statistics
- Other duties as required to support the SMP





### Location

The SMP's office is located at City of Edinburgh Council, Room 3/1, City Chambers, High Street, Edinburgh, EH1 1YJ. However, in accordance with government advice, all staff are currently home working. We will keep this under review.

### Salary and Hours

The gross salary is £26,069. This is a full-time post, with a 37.5 hour working week.

### Contract:

This is a fixed-term contract to 31<sup>st</sup> March 2023, conditional on continued Scottish Government core funding.

### Right to work

Applicants must have the right to work in the UK

### Application Procedure

Please record a 2-minute video of yourself briefly highlighting:

- a. Your name
- b. What appeals to you about this role
- c. What specific skills & experience you have that would equip you for the post.

This can be recorded on a phone and is not testing your broadcast nor your technical skills. Its purpose is solely to help you tell us about your suitability for the role as detailed in the application pack. Please check that it's audible and upload your 2minute video to a private YouTube link.

To apply, please email [stuartb@scotland-malawipartnership.org](mailto:stuartb@scotland-malawipartnership.org) with:

1. The Youtube link to your video
2. A completed application form
3. An up to date CV (2 sides of A4 max)
4. Separately (NOT attached to your application as a PDF please) the equal opportunities monitoring form (completion of this equal ops form is voluntary not mandatory)

Application forms are available from:

[www.scotland-malawipartnership.org/get-involved/vacancies-and-opportunities/](http://www.scotland-malawipartnership.org/get-involved/vacancies-and-opportunities/)

**The deadline for applications is 09.00 Monday 2<sup>nd</sup> November 2020. We will invite those shortlisted to take part in a remote practical assessment on the 4<sup>th</sup> / 5<sup>th</sup> November 2020, and selected candidates to an interview (most likely by Zoom) on Tuesday 10<sup>th</sup> November**

For further information please speak with Stuart Brown, Deputy Chief Executive Officer:

[stuartb@scotland-malawipartnership.org](mailto:stuartb@scotland-malawipartnership.org)



## PERSON SPECIFICATION:

It is essential that the Media and Communications Officer is able to:

### Work effectively with others

- Act as part of a team
- Communicate and engage effectively with colleagues, partners and stakeholders
- Show respect for others

### Work to the highest reasonable standards

- Take pride in the Partnership's work
- Display professionalism while remaining personable

### Be committed to the work of the Partnership

- Take responsibilities for one's actions
- Be reliable and trustworthy
- See projects through to completion
- Be punctual and meet deadlines

### Embody the vision, mission and values of the Partnership

- Show personal honesty and integrity
- Extol the spirit of cooperation by building partnerships and alliances
- Promote internationalism

We further expect that all Board, staff and members follow the SMP's eleven [partnership principles](#):

**P**lanning and Implementing Together

**A**ppropriateness

**R**espect, Trust and Mutual Understanding

**T**ransparency and Accountability

**N**o-one Left Behind

**E**ffectiveness

**R**eciprocity

**S**ustainability

Do no **H**arm

**I**nterconnectivity

**P**arity (equality)

<b>Abilities / skills / experience required</b>	<b>Essential</b>	<b>Desirable</b>
<b>Minimum 2 years' experience working in a Media &amp; Communications role</b>	<b>X</b>	
<b>Proven capability to think innovatively, work pro-actively and deliver results</b>	<b>X</b>	
<b>Excellent written and oral communication skills</b>	<b>X</b>	
<b>Experienced and confident engaging mainstream media</b>	<b>X</b>	
<b>Proven experience managing a range of digital communications platforms</b>	<b>X</b>	
<b>Proven experience of using digital analytic tools to measure effectiveness and drive engagement</b>	<b>X</b>	
<b>Experience of using social media as a marketing and engagement tool</b>	<b>X</b>	
<b>Strong organisational skills and ability to multi-task at speed</b>	<b>X</b>	
<b>Knowledge and experience of developing and managing websites and web-content</b>	<b>X</b>	
<b>Experience working with photo/ video editing software</b>	<b>X</b>	
<b>Ability to demonstrate initiative, be proactive and offer a solution-oriented approach</b>	<b>X</b>	
<b>Excellent inter-personal and diplomatic skills. Professional <i>and</i> personable.</b>	<b>X</b>	
<b>Determined and personally committed to the highest quality standards</b>	<b>X</b>	
<b>Skilled in the use of MS Office applications, particularly Word, Excel and PowerPoint</b>		<b>X</b>
<b>Knowledge of, and a commitment to, Scotland's relationship with Malawi</b>		<b>X</b>
<b>Experience using Wild Apricot or another digital mailing tool</b>		<b>X</b>
<b>Professional experience in the Scottish third sector</b>		<b>X</b>
<b>Knowledge, skills and experience of photography and videography</b>		<b>X</b>