



Job Description

Senior Communications and Movement Building Officer

Job title: Senior Communications and Movement Building Officer

Location: Perth, Scotland. Hybrid role combining homeworking with time at our office at WASPS Creative Exchange, Stormont Street, Perth, and regular travel for team, worker, partnership and event/campaign activity.

Salary: £30,000 – £34,000 per year, depending on experience

Hours: Full-time, 35 hours per week (part-time/flexible options may be considered)

Contract: Permanent

Reporting to: Fundraising and Communications Manager

Direct reports: None

Benefits: 28 days holiday per year plus bank holidays, rising to 30 days after 2 years; flexible working options; training and development opportunities; enhanced pension contribution; and counselling support.

Contact: Please contact recruitment@workersupportcentre.org.uk with any questions.

About the Worker Support Centre

[The Worker Support Centre](#) (WSC) is a Scottish charity working in partnership with migrant workers at risk of exploitation across Scotland to secure their rights, challenge labour exploitation, build collective power, and drive lasting law and policy change. We are an evidence-led, worker-driven organisation with strong governance and a growing track record of policy impact. We're building a movement of people who welcome all workers, working towards a world where we are all safe, valued and respected at work — no matter our job or nationality.

WSC operates a worker-driven structure that places migrant workers at the centre of our governance and decision-making. We deliver casework alongside worker-led organising and policy advocacy, supporting migrant workers in seasonal agriculture and social care to meet basic needs and to understand and exercise their rights, including through our Worker Power programme, which builds solidarity between workers and within communities.

About the role

The Senior Communications and Movement Building Officer will work closely with, and be line managed by, the Fundraising and Communications Manager, who sets the strategic direction, editorial oversight and quality standards for WSC's communications.

The postholder will lead the day-to-day delivery of WSC's communications and movement-building activity, creating compelling content across digital, print and social



channels, supporting media and press work, and playing a central role in delivering WSC's Communications Strategy. This includes helping to build and mobilise a worker-led movement, supporting coalition and ally relationships, and delivering campaign moments that build public and political support for decent work for all.

This is a senior officer role for someone who combines significant, demonstrable experience in communications with a genuine interest in organising, campaigning and movement-building, and who is comfortable balancing planned content and campaign delivery with reactive, fast-moving opportunities in partnership with workers. We are looking for someone with relevant professional training or development, for example in media relations, campaigning or organising, or framing and narrative approaches, who can bring a good level of independent judgement to the role.

Key Responsibilities

Content & Channel Management

- Create high-quality, values-led content across digital, print and offline channels, including the website, social media, email, newsletters, reports and campaign materials.
- Manage and maintain WSC's social media channels, including planning content calendars, growing engagement, and monitoring performance.
- Manage and update WSC's website and digital platforms, ensuring content is current, accessible and on-brand.
- Maintain brand consistency, tone of voice and worker-centred storytelling across all communications, in line with direction set by the Fundraising and Communications Manager.
- Translate complex or sensitive issues into clear, accessible and engaging content for a range of audiences.

Media & External Relations

- Draft press releases, briefings, statements and reactive lines, and support the Fundraising and Communications Manager as WSC's senior media contact.
- Build and maintain working relationships with journalists, media outlets and sector partners to secure opportunities that foreground the experiences and analysis of workers.
- Monitor media and online coverage (e.g. maintaining a media diary and social listening on key hashtags and terms) to spot shifts in language, sentiment and opportunity.

Movement Building & Campaigns

- Play a lead role in delivering WSC's influencing plan, supporting the shift from local relationship-building through to regional coalition work and national campaigning.

- Support the organisation and delivery of worker and ally events (e.g. seasonal in-person events, message-testing sessions and framing workshops) that build understanding of workers' priorities and refine WSC's messaging.
- Help build and maintain relationships with allies and coalition partners, including trade unions, human rights and housing organisations, food and farming networks, professional bodies and community organisations, supporting joint statements, shared briefings and coordinated campaign activity.
- Support delivery of campaign moments and key dates ensuring worker voices are central and framing is consistent.
- Help identify, brief and support workers and messengers to share their experiences through media, events and public forums.
- Support mobilisation of supporters and allies around key policy opportunities, consultations and campaign moments, including public-facing activity aimed at growing WSC's movement of active supporters.
- Contribute to the development of narrative frames, including testing and refining messaging with workers, allies and the wider public.

Stakeholder Engagement & Participation

- Work collaboratively with policy, casework and operations colleagues to ensure communications and movement-building activity supports organisational priorities.
- Co-produce communications and campaign outputs with workers, including by attending worker power sessions, prioritising their voices, interests, concerns and ensuring safeguarding is central.

Administration, Monitoring & Oversight

- Maintain up-to-date communications databases, including segmenting contacts on Mailchimp and other contact/CRM systems.
- Monitor, evaluate and report on communications and campaign performance, contributing to the evaluation of key moments against WSC's influencing aims.
- Ensure all communications and campaign activity complies with legal, regulatory, safeguarding, data protection (GDPR) and charity requirements.
- Manage freelancers, agencies or consultants (for example design or digital support) as directed by the Fundraising and Communications Manager.

Person Specification

Knowledge, skills and experience	Essential	Desirable
Significant experience in a communications role, with a demonstrable track record of creating high-quality content across digital, print and social media channels	✓	

Knowledge, skills and experience	Essential	Desirable
Experience contributing to or delivering movement-building, campaigning or public engagement activity	✓	
Relevant professional training and/or development in a related area (e.g. media relations, campaigning or community organising, framing and narrative development, or a communications/PR qualification)	✓	
Experience of working on, or strong demonstrable interest in, labour rights and exploitation, migrant rights and/or human rights issues	✓	
Excellent written and verbal communication skills, with the ability to tailor messaging for different audiences and exercise sound editorial judgement	✓	
Experience of media relations and press office activity, including drafting press releases and reactive lines	✓	
Experience managing digital channels, including websites and social media platforms	✓	
Ability to translate complex or sensitive issues into clear, accessible and engaging content	✓	
Knowledge of accessible and inclusive communications, and values-led, ethical storytelling	✓	
Strong organisational skills, with the ability to manage multiple priorities and deadlines, often working with a good degree of autonomy	✓	
Experience working collaboratively across teams, including with workers, partners and senior colleagues	✓	
Understanding of, or interest in, coalition-building, framing and message testing approaches	✓	
Media trained, or training in spokesperson/interview skills		✓
Experience using a CRM, email marketing platform (e.g. Mailchimp) or social media scheduling tools		✓
Experience supporting fundraising, donor or funder communications		✓
Direct experience of work with migrants		✓
Lived experience of precarious work and/or the immigration system		✓
Intermediate level or above of languages spoken by workers WSC partners with, e.g. Russian, Filipino		✓



Qualifications

- Degree or equivalent professional experience in Communications, Marketing, Journalism, Public Relations, Media, Community Organising, or a related field (essential).
- Relevant professional training in a related area, such as media/spokesperson training, campaigning or organising training, or framing and narrative development (e.g. through the Public Interest Research Centre, Frameworks, NEON, Media Trust or equivalent) is desirable, and support to undertake this will be available where needed.

How to Apply

Please send your CV and a covering letter telling us what appeals to you about this role and what makes you a strong candidate (no longer than one side of A4) to recruitment@workersupportcentre.org.uk.

We are an equal opportunities employer. We welcome all candidates to apply, regardless of age, sex/gender, disability, race, religion, sexual orientation, marital status or pregnancy/maternity, and encourage applications from people with lived experience of the issues on which we work. If you require reasonable adjustment/s to any part of the selection process or have any requests for support, please contact us to discuss further.

WSC is not a sponsor licence holder and is thus unable to sponsor visa applications.