



Job Description

Communications and Narratives Lead

Job title: Communications and Narratives Lead

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: £36,000 – £38,000 per year, depending on experience

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

Contract: Permanent

Reporting to: Executive Director

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 Communications and Narratives Lead will work closely with, and be line managed by, the Executive Director, 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 narrative change 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 lead role for someone who combines significant, demonstrable experience in communications with a genuine interest in organising, campaigning and movement-building. 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 self-starting, leadership to this role.

Key Responsibilities

Content & Channel Management

- Develop and deliver WSC's Communications Strategy, supporting the development of strong narrative framing for engaging with our base, allies and potential/moveable audiences at the local, regional and national levels.
- Lead the development of 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.
- Ensure consistent and impactful messaging across all communications platforms.

Media & External Relations

- Draft press releases, briefings, statements and reactive lines, acting as a media spokesperson as well as supporting others in the organisation to do so.
- 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 identify new communications opportunities.

Narrative change and movement building

- Oversee message framings that activate our strategic narrative grounded in workers' rights and values such as solidarity, equality, safety, collaboration and creativity.

- Work with WSC colleagues, partners, artists, and researchers to develop and disseminate compelling storytelling content, including videos, articles, social media assets and artistic displays.
- Lead on testing and refining messaging with workers, allies and the wider public, including by leading and running workshops.
- Lead 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.
- Mobilise our base, allies and potential/moveable audiences around key policy opportunities, consultations and campaign moments, including public-facing activity aimed at growing WSC's movement of active supporters.

Stakeholder Engagement & Participation

- Help organise and deliver worker and ally events (e.g. seasonal in-person events, message-testing sessions and framing workshops) that help refine WSC's messaging.
- 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.
- 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

- Track and evaluate the effectiveness of WSC's communications strategies, media coverage, and narrative change activities.
- 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 Executive Director.

Person Specification

Knowledge, skills and experience	Essential	Desirable
Significant experience leading communications in a comparable sized organisation with a demonstrable track record of creating high-quality content across digital, print and social media channels	✓	
Experience in narrative development and message framing activity.	✓	
Experience of movement-building, campaigning or public engagement activity	✓	
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 leading media relations and press office activity, including drafting press releases and reactive lines	✓	
Experience of developing a digital growth strategy and managing digital channels, including websites and social media platforms	✓	
Ability to translate complex or sensitive issues into clear, accessible and engaging content	✓	
Experience of leading 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	✓	
Experience of 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		✓

Knowledge, skills and experience	Essential	Desirable
Experience supporting fundraising, donor or funder communications		✓
Direct experience of work with people who are 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.