

Friends at the End

Promoting end of life choices



Communications & Campaigns Manager

Friends at the End campaigns for greater end-of-life choices, including the legalisation of assisted dying, and provides education and support for people within the current law.

We have provided support for three Member's Bills on assisted dying in Scotland and are closer than ever to seeing assisted dying legalised in Scotland. We provide support in the office of MSP Liam McArthur with his proposed Bill on [Assisted Dying for Terminally Ill Adults \(Scotland\)](#) and provide the secretariat service for the Scottish Parliament [Cross-Party Group on End-of-Life Choices](#).

We also provide comfort and support to those suffering distress towards the end of their lives. Our team can assist with counselling, Advance Directives, Advance Care Statements, and Powers of Attorney.

At this critical stage in the campaign for legalisation of assisted dying in Scotland, we are seeking a part-time Communications & Campaigns Manager. The role focuses on raising the profile of Friends at the End as a high-integrity and trusted organisation, including the management of social media, website and press.

Job description

Salary: £30k FTE employed plus pension contribution, or £150/day self-employed.

Working hours: Part-time for 2 days per week.

Location: Home-based or office-based in Edinburgh.

Reporting to: Convener.

Purpose of role: Raise the profile of Friends at the End, developing a brand that generates public and political trust in support of legalised assisted dying.

Key tasks:

- Manage and update website with news, articles and blogs;
- Coordinate and create biannual member's newsletter;
- Manage social media accounts;
- Create content for website, social media and newsletter;
- Produce press releases as needed with supervision;
- Organise in-person and online events for members and public;

- Use targeted, paid-for advertising to promote Friends at the End and the case for assisted dying in Scotland;
- Monitoring and reporting on press and social media coverage.

Person specification

Essential:

- Excellent written communication skills;
- Experience producing engaging and effective content for a variety of media forms including social media;
- Organised, able to prioritise and organise own workload;
- Experience producing communications for members including newsletters;
- Able to work to own initiative, identify and respond to opportunities;
- A strong commitment to human rights and personal choice at end-of-life.

Description:

- Experience in small-scale events management;
- Experience monitoring and reporting on communications;
- Publishing experience including copy editing and proof reading;
- Experience of using Wordpress, Canva and other design software.

Apply by CV and short covering letter explaining your interest in the post and stating whether you are applying for an employment or freelance position to Emma Cooper, convener@fate.scot

Please note: Applications will be assessed as they are received and we will close applications when a suitable person is in place.