

Brand Journalist

NEW POST

Reports To: Communications Manager

Team: Marketing & Communications

Location: Dunfermline / Hybrid – with regular travel across Scotland

Hours: 35 hours per week

Salary: Band 6

Overall Purpose of the Role

The Brand Journalist powers our storytelling engine, finding, capturing and telling the rescue, rehabilitation and prevention stories that only the Scottish SPCA can tell, in our own voice. This role builds a steady flow of authentic, owned content.

Part reporter, part content creator, the Brand Journalist gets close to the work - at centres, on the road, in communities - and turns real stories into content that moves people to act, prompts new supporters to give, and keeps existing ones close.

Key Responsibilities

Story sourcing & reporting

- Find and develop real stories from across the charity's work in rescue, rehabilitation and prevention.
- Build trusted relationships with frontline colleagues to surface stories sensitively and ethically.

Content creation

- Write and produce compelling multi-format content, articles, interviews, scripts, social and web copy.
- Capture or coordinate photography and video to bring stories to life.

Owned-content engine

- Build a reliable pipeline of owned content that cuts reliance on paid media and agencies.
- Feed stories to media, campaigns and fundraising to support awareness and income.

Brand & ethics

- Tell stories in our own brand voice, always with care for the people and animals involved.

Internal communications

- Support internal communications that keep colleagues and volunteers informed and engaged.

Person Specification

The following sets out what we are looking for. We welcome applicants who meet the essential criteria and are excited to grow into the rest.

Education & Qualifications

Essential

- Educated to a good standard, or with equivalent experience.
- A portfolio of published or produced content (writing, video or multimedia).

Desirable

- Qualification in journalism, communications or media.

Experience & Job Knowledge

Essential

- Experience of journalism, content creation or storytelling for an audience.
- Experience of writing and producing across formats.

Desirable

- Experience of photography or video capture and editing.
- Experience in a cause, campaigning or news environment.

Job Related Skills / Competencies

Essential

- Outstanding storytelling and writing, with a strong news and human-interest sense.
- Able to work sensitively with people and difficult subject matter.
- Self-starting, able to find stories and turn them around quickly.

Desirable

- Multimedia production skills, photography, video, audio.

Personal Attributes

Essential

- A genuine passion for animal welfare and a real commitment to our purpose to rescue, protect and lead.
- A warm, collaborative colleague who builds trust and brings people with them.
- Resilient and calm under pressure, with sound judgement in sensitive or high-profile situations.
- Curious and open to learning, comfortable with change and always looking to improve.
- High personal integrity, discretion and a strong sense of accountability for their work.
- A natural storyteller with warmth, curiosity and integrity.

Desirable

- A supporter-first mindset, always asking how a decision feels from the other side.
- Comfortable using data and evidence to shape decisions and tell a story.

Additional Relevant Criteria

Essential

- A commitment to the Scottish SPCA's values and to inclusive, respectful working with colleagues, volunteers and supporters.
- Willingness to travel across Scotland and to work occasional evenings or weekends for key events, campaigns or media moments, with notice.
- Eligibility to live and work in the UK.
- A full UK driving licence and access to a vehicle for work travel.

Desirable

- An understanding of the animal welfare, charity or not-for-profit sector.