

Job Description & Person Specification

Post: Head of Communications

Salary Banding: Level 6 (£29,950 going up to £30,689 within a year)

Our Head of Communications wants to fight the stigma around mental illness, present Support in Mind Scotland positively and ensure that the voices of the people we support, their families and our members are heard.

We have big ambitions, and we need an ambitious person to join us in building something incredible together. You will lead our communications function at Support in Mind Scotland, designing and implementing external and internal communications strategies and taking ownership of our brand and copy across the organisation. You will lead the development and enhancement of our communications channels including newsletters, social media and website and align our key messages and organisational voice. You will ensure we reach more people in better ways. You will lead on our internal communications, ensuring that Support in Mind Scotland shares best practice across its services. You will report into the Director of Public Affairs and Communications and will line manage a senior digital communications officer.

What I do and what I achieve

- You will lead the design, implementation, and management of Support in Mind Scotland's internal and external communications channels.
- You will design and implement a consistent, well planned internal and external communications strategy
- You lead on the development and use of our varied social media channels to drive engagement and conversion. You will manage the development and improvement of our website and ensure that all media assets are of the highest quality.
- You take ownership of the organisation's brand and tone of voice alongside the CEO and Director of Public Affairs and Communications and ensure it is modern, relevant, consistent and of the highest quality.
- You will create well planned, passionate, and engaging content that will drive up brand awareness of the organisation and the causes that are important to it including reducing the stigma around mental health.
- You will develop and cultivate media contacts, respond to media requests, develop case studies and design and deliver proactive media campaigns.

Who I am

- An experienced senior communications professional.
- Enthusiastic, passionate people person, a positive self-starter who is a great planner and possesses media savvy.

- Demonstrable online and digital communications expertise. Someone with an eye for detail and digital design.
- Comfortable in the digital world and want to create engaging content across different mediums including print, digital and video
- Senior experience in developing communications campaigns
- Experience of brand and tone of voice management and development
- Outstanding interpersonal and relationship building skills
- Excellent written communication and oral skills with a proven ability to translate information and big ideas into actionable plans
- High attention to detail and demonstrable research and analytical skills, strong project management and multi-tasking skills.
- An in-depth knowledge of different communications tools and platforms. Knowledge of marketing tools and approaches may be beneficial.

General Duties

- Act in accordance with Data Protection legislation. Ensure all records, personal, staff and client data are managed in line with Data Management and Information Governance policies
- Comply with legal and regulatory requirements such as provisions set out in the Health and Safety at Work Act 1974
- As with all employees, workers, and volunteers; to encourage people to join Support in Mind Scotland as a member, donor, or activist
- To act in accordance with the charity's Health & Safety and Safeguarding policies and to notify your line manager promptly if there are any concerns
- To participate in regular supervision and appraisal and undertake any relevant training as appropriate to the role
- To work in accordance with the charity's national policies and local operating procedures and those of external regulators or professional bodies.

This job profile and list of duties is not exhaustive and serves only to highlight the main requirements. The line manager may stipulate other reasonable requirements and projects commensurate with the general profile and grade of the post.