

Job Description

Public Affairs and Press Manager

This is a new post

For over 50 years, Cyrenians has tackled the causes and consequences of homelessness. We understand that there are many routes into homelessness, and that there is no 'one size fits all' approach to supporting people towards more positive and stable futures.

That's why all our work is values-led and relationships-based. We meet people where they are, and support them towards where they want to be. Our Vision is an inclusive society in which we all have the opportunities to live valued and fulfilled lives.

Our way of working is built on our four core values, which are at the heart of all our work and decisions:

Compassion | **Respect** | **Integrity** | **Innovation**

[Read more about us and our values](#)

[Read about our strategic aims](#)

1 General

Public Affairs and Press are key within the policy and influencing work we undertake. The primary task of this role is to lead Cyrenians in effectively influencing policy changes across relevant portfolios, working to become a society in which homelessness is rare, brief and non-recurring. You will lead a press engagement strategy which positions Cyrenians as an influential voice in the public policy debate surrounding homelessness and social exclusion.

The Scottish Government has already announced plans to bring forward legislation which will introduce new homelessness prevention duties on public bodies and introduce new protections for tenants, which represents a landmark opportunity to positively influence the policy framework within which homelessness is addressed. The Scottish Government has also set out plans for reform in the criminal and youth justice systems and the care sector. The post holder will work to ensure these policy drivers deliver positive change for people at risk of homelessness by working with the Chief Executive and senior staff leading on relevant policy areas to build effective relationships with stakeholders in the Scottish Government, MSPs, Scottish Parliamentary Committees, local authorities and public bodies with a duty to prevent and address homelessness as well as engaging the mainstream media.

You will coordinate support and briefings to the Chief Executive and other staff engaging with policy stakeholders in support of Cyrenians policy priorities and manage a stakeholder engagement strategy which supports us to meet our aims.

2 Main Aims

Develop and deliver a strategy to achieve positive change in policy and practice regarding homelessness and social exclusion Ensure Cyrenians is visible to decision makers and opinion leaders in a way which achieves our strategic aims and reflects our values-led work.

- Work with the Chief Executive, senior managers and staff, and people with lived experience of homelessness and social exclusion to identify priority areas for external policy change and develop measurable objectives and key messages to support these
- Deliver effective influencing strategies to achieve positive change on priority issues to influence the Scottish Government, MSPs, Scottish Parliamentary Committees and public bodies
- Coordinate Cyrenians response to consultations and calls for evidence on policy influencing priorities for the organisation, creating opportunities to share the voice of lived experience with decision makers and in public debate
- Write or commission policy briefings that further the strategic aims of the organisation.

Media Relations:

- Lead on engagement with the mainstream media. Be the key point of contact for journalists and respond to all press enquiries, working with staff across the organisation as appropriate.
- Create media opportunities to share the lived experience of those who have experienced homelessness and/or social exclusion, supporting staff, volunteers and clients as appropriate to ensure that sharing their experience is valuable, dignified and positive
- Draft and send out press releases when required to secure positive media coverage for the organisation, which supports our influencing and business objectives. Engage with journalists and media outlets to maximise coverage.
- Support the Leadership Team on PR activity, including reactive and crisis management communications ensuring the organisation's policies and protocols are up to date and reflect industry best practice.
- Coordinate communications planning and ensure the organisation has systems and processes in place to identify forthcoming policy developments and opportunities to engage in the public debate on priority issues

Engage people with lived experience of homelessness to ensure representation of their views and priorities

- Provide supported and appropriate opportunities for people with experience of homelessness to influence the decision makers and processes which affect them. This may include contributing to research, influencing decision making processes, and using the mainstream media as a platform to have their voices heard.

Digital Communications: Work with the marketing and communications team to ensure that the organisation effectively uses all appropriate digital channels, including our website in support of our policy influencing priorities

Content Development: Contribute to the organisation's ability to share moving, life-changing impactful stories, in a way that is sensitive to those that we support and supports our policy influencing priorities

Compliance: Ensure organisational compliance with the Lobbying (Scotland) Act 2016, maintaining systems and supporting staff to report regulated activity and keeping the Lobbying Register up to date

Budget holding: Work with the Senior Relationships Manager to set and manage a budget for delivery of Communications and Marketing objectives.

Monitoring and Reporting: Report against agreed KPIs to demonstrate progress against influencing objectives, budgets and social outcomes/returns for inclusion in the CEO report to Trustees. Review and analyse policy responses of decision makers and significant stakeholders and present findings and recommendations for learning, influence and development.

People Management: Manage staff and/or volunteers as required, contributing to a strong culture and practice of learning, development and creating a supportive environment.

Other Duties:

- To adhere to all Cyrenians policies and procedures; in particular to adhere to and promote good practice regarding i) volunteers ii) confidentiality; iii) Health & Safety of self, colleagues, volunteers and service users; and iv) equality of opportunity
- To undertake any other duties that may reasonably be expected to fulfil the role

3 Person Specification

Knowledge and Experience	
Experience of policy work and achieving change at a national level	Essential
Experience of public/third sector relationships through paid and/or voluntary work	Essential
Sound knowledge of the political system in Scotland and the process for legislation	Essential
Experience of managing media relations	Essential
Solid understanding of key and emerging issues relating to housing and homelessness, welfare and health policy in Scotland and across the UK	Essential
Experience of using digital technology, including for marketing and/or communications	Desirable
Established network and connections	Desirable

Skills	
Strong copywriting skills to produce impactful, engaging content	Essential
Able to prioritise and manage a busy, complex workload with competing deadlines	Essential
Excellent all-round communication skills, including written, presentation and interpersonal	Essential
Experienced working within a team towards challenging, shared goals.	Essential
Patient and respectful of all people, whatever their background or presenting behaviour	Essential
Positive, proactive approach and creative problem solver	Essential
Experience in managing volunteers	Desirable
Circumstances Able to work flexible hours in line with the requirements of the post. Must be willing and able to occasionally travel across the country with some overnight stays away within the UK. Where appropriate, time off in lieu may be agreed.	Essential

4 **Terms and Conditions**

<u>Employer:</u>	Cyrenians
<u>Line Manager:</u>	Senior Relationships Manager
<u>Reporting:</u>	Report against work plan at regular support and supervision meetings.
<u>Workplace:</u>	Edinburgh based with some travel across Scotland as required. Remote and hybrid working options are available by negotiation
<u>Working Hours:</u>	37 hours per week which may include occasional evening and weekend work and occasional overnight stays.
<u>Annual Leave</u>	25 days plus 10 public holidays per annum
<u>Salary:</u>	£33,587 - £38,275 per annum (scale points 31-36)
<u>Driving licence:</u>	Desirable
<u>Vehicle:</u>	The post holder will be asked, where possible, to provide their own vehicle, although an alternative can be access to a car club scheme; travel costs will be reimbursed based on HMRC-approved mileage rates
<u>Pension:</u>	Auto-enrolment into Qualifying Workplace Pension Scheme (QWPS) which is a Group Stakeholder Pension Scheme – current contributions being 5% employee and 3% employer. Option of enhanced Employer contributions to the same QWPS of 6% initially, rising to 9% after 2 years and 12% after 5 years (subject to employee contributions of 6%)
<u>Disclosure:</u>	Not required

5 Closing date and Interviews

Closing date 12 noon on Monday 30th October 2023.

Interviews will be held during the week of 6th November.

Second stage – to be confirmed

Please refer to the Recruitment Information leaflet for further information on completing and submitting your application form.

Further information can be found at www.cyrenians.scot