

## Strategic Communications Lead

Secondments will be considered.

**Hours:** 35 hours per week

**Salary:** £54,449

**Location:** The Promise Scotland office is located in Charlotte House, 2 South Charlotte Street in Edinburgh. There is also a collaborative space in Glasgow. Flexible working arrangements will also apply to this role and an element of home working will be supported.

**Application Deadline** Friday 12 April 2024

### Job Context

The Promise Scotland is responsible for driving the work of change demanded by the conclusions of the [Independent Care Review](#).

It works with all kinds of organisations to support shifts in policy, practice, and culture so Scotland can #KeepThePromise it made to care experienced infants, children, young people, adults, and their families - that every child grows up loved, safe and respected, able to realise their full potential.

The Promise Scotland's sole reason for being is to facilitate and support change, wherever that change needs to happen to make sure that Scotland will #KeepThePromise.

More information can be found in the below resources

[Independent Care Review Reports](#)

[Plan 21-24](#)

[Information about the forthcoming Plan 24-30](#)

[Annual Review 2022-23](#)

[Strategic Work Plan](#)

Find out more at [www.thepromise.scot](http://www.thepromise.scot)

### Job Purpose – Strategic Communications Lead

This is a new cross-organisational role within The Promise Scotland for an experienced communications strategist. The postholder will develop a strong, central communications function with a focus on:

- **Communications strategy** – revising, updating and implementing a strategic communication framework based on audience insight, including:

- Strategic overview of stakeholder engagement
- Strategic overview of in-house media and external media liaison
- Ensuring that language, tone and brand values are consistent in all communications across the organisation.
- Ensuring that the voice of care experienced children and adults, and those working alongside them, is at the heart of The Promise Scotland's communications.
- **Political engagement**
  - Leading work which helps ensure that relevant political stakeholders across Scotland are aware of and engaged in work to #KeepThePromise.
  - Collaborating with other teams on wider stakeholder engagement.
- **In-house digital communications**
  - Ensuring strategic use of owned media channels, including website and social media.
  - Leading reactive social media and online communications work.
- **Media liaison**
  - Building relations with external media,
  - Responding to media queries
  - Planning proactive media events.

You will be an outstanding all-round communicator, comfortable working in high pressure environments and adept at working collaboratively.

You will possess strategic communications expertise, pairing this with a strong track record of delivery, as well as substantial experience of planning and delivering communications strategies.

You will have excellent writing skills, strong organisational skills and will help grow a positive culture of delivery and good decision-making across content and engagement.

Experience of delivering communications with senior leaders is essential, with the authority and credibility to lead teams and to influence and engage senior leadership colleagues and external partners in complex situations. You will also have proven experience of leading and supporting a small team, including line management.

As part of a small, agile organisation, you will also be happy to undertake the whole gamut of communications work from writing copy and responding to media queries to handling high-profile, sensitive announcements.

## Main duties of this role

The Strategic Communications Lead will:

### Communications

- Revise, implement and maintain a fit for purpose, cross-organisational strategic communications framework, based on audience insight, that differentiates between:
  - What Scotland needs to do to keep the promise
  - The work of The Promise Scotland
  - The work of The Oversight Board
  - The work of the Independent Strategic Advisor
- Plan and manage a co-ordinated long-term forward plan for communications and external engagement including:
  - Identify opportunities to ensure that relevant people and communities are aware of what they can do to #KeepThePromise
  - Identify opportunities for communications to enable successful delivery of The Promise Scotland's Strategic Priorities.
  - Oversee the development of The Promise Scotland's social media strategy.
- Write insight-based communications plans and develop high quality, audience-appropriate content.
- Ensure activity is audience-led and integrated, making best use of all available platforms.
- Work with a wide range of internal and external stakeholder, including working with and alongside the care community.
- Develop and maintain strong media relations and journalist relationships.
- Horizon-scan to ensure The Promise Scotland team are well-briefed on the external environment, aware of challenges and opportunities, and well-prepared for media appearances.
- Create a strong network of peers across Scotland, identifying opportunities for collaboration and amplification of stories about the promise.
- Manage reactive communications.
- Identify opportunities for paid communications to enhance successful delivery.
- Oversee the development of high priority creative content, which may include podcasts and vlogs.

### Management

- Support and line manage the Online Tools Manager and the Public Affairs and Communications Officer.
- Manage external communications and design partners, from creation of briefs to timely delivery of quality final products.
- Embed a culture of planning, insight and evaluation within the communications function, drawing on best practise standards.

### Political Engagement

- Develop and maintain strong and constructive political and parliamentary relationships, in conjunction with the Chief Executive and the Policy Lead.
- Work across the organisation to understand and support strategic and political engagement work.
- Work closely with the Policy Lead in the preparation of high-quality issues briefings on key topics for a range of audiences from senior members of The Promise Scotland to external stakeholders.

This job description is not meant to be exhaustive. It describes the main duties and responsibilities of the post. The Promise Scotland is a small, agile organisation and the job description may change in light of developing organisational needs.

### Essential Criteria

- Experience of developing, delivering and evaluating proactive communications strategies which support colleagues and stakeholders in telling compelling, relevant stories. This should include experience of branding.
- Experience of providing confident and calm communications and engagement advice.
- Ability to listen, discuss, negotiate and provide advice on complex and sensitive issues to senior key stakeholders.
- Experience of working with the Scottish media and good range of current media contacts.
- Experience of line management and team leadership.
- Experience of producing strong, persuasive work, to deadline and to brief, across a range of formats including press releases, traditional reports, blogs, vlogs, podcasts, web content and social media.
- Ability to deal with competing priorities and complex issues in a changing environment.
- Experience of programme and project planning, including budget management.
- An ethical communicator, with values aligned to those of The Promise Scotland.

### Desirable Criteria

- Knowledge and understanding of the workings of parliament and government.
- Professional qualification in communications.
- Familiarity with and/or experience of the complexity of the 'care system'

The nature of the job demands a strong ethical approach.

### Working Conditions

The Promise Scotland is based in Charlotte House, in Central Edinburgh. Flexible working arrangements will be considered for this role, as long as the key business needs are met. The Promise Scotland strives for a positive and supportive team culture and environment.

**Secondment opportunities will be considered.**

### Application

**To apply for this role, please download the attached application form. Once complete, please return to [jobs@thepromise.scot](mailto:jobs@thepromise.scot) with the job role as the subject.**

Candidates with lived experience of care or candidates with a disability, who meet the essential criteria outlined, will be invited to interview.

For more information about this role please contact **Morag Burnett, Head of Governance and Operations** at [jobs@thepromise.scot](mailto:jobs@thepromise.scot) with the job role as the subject.