

Join us to help improve the lives of disabled children and their families by becoming our Head of Communications



Job Title: Head of Communications **Hours:** 37 hours (5 days) per week; part-time (4 days) considered for the right candidate

Location: Edinburgh (min. two full days in the office per week)

Salary: in the region of £52,000-£57,000

The Yard is an award-winning charity delivering place-based family support across Edinburgh, Dundee, Glasgow and Fife to more than 3,700 disabled children and young people and their families. Our services include tailored family support (including 1:1 provision), early years sessions, youth clubs, school play sessions, carer respite services, kinship carer support, an outreach inclusive play service for children with medically complex needs, a disability and neurodiversity place-based hub (EDAN), and disability inclusion training for professionals.

As Head of Communications, you will lead The Yard's communications, public affairs and profile work to make the organisation the unmistakable national voice on place-based, whole-family support.

This is a senior, strategic and highly visible role: you will design and deliver an ambitious, evidence-led communications and public affairs strategy that celebrates proven impact, drives scale-up, amplifies family voices, supports commissioning and fundraising asks, and converts national profile into ministerial engagement. You will manage a small in-house team, oversee an agency partner and work closely with the CEO, Executive Team and Service Managers to shape how family support models are understood and adopted across Scotland.

This is a dynamic role for someone who wants to influence policy, build profile and practice at scale. You will join a close-knit executive team of six that moves at pace, led by a proactive CEO with a communications background who champions PR and public affairs. You will be the architect of The Yard's public narrative - rooted in the manifesto, celebrating partnerships and real successes on the ground - and you will make ministers, funders and the national press sit up and take notice.

This is an exciting and transformational time to join a dynamic and growing charity and play a pivotal role in enabling more disabled children, young people and families across Scotland to access the support they need.

ORGANISATIONAL STRUCTURE

- Member of the Leadership Team (alongside CEO, Deputy CEO, Director of Services, Head of Finance, Head of Fundraising & Head of Partnerships)
- Reports directly to the CEO

Scotland Yard Adventure Centre (known as The Yard) is a registered Scottish Charity SC002538 and Private Limited Company registered in Scotland 101671.

- Line manages the Communications Officer & oversees agency relationships and freelance specialists as required

Key Responsibilities

Strategy and positioning

- Develop and deliver a 12–18-month communications and public affairs strategy that positions The Yard as the sector leader and a national model for scale-up.
- Translate manifesto commitments and the Yard model into compelling national narratives and campaign plans.
- Set clear KPIs and measurement frameworks that link communications to commissioning, funding and policy outcomes.

Media, PR and profile raising

- Lead a media-first approach to secure high-value national and regional coverage across print, broadcast and digital.
- Act as senior media lead for high-profile interviews and feature opportunities for the CEO and senior team. CEO is spokesperson.
- Drive proactive pitching, rapid reactive responses and strong relationships with national and regional journalists.

Public affairs and stakeholder engagement

- Lead public affairs to secure ministerial engagement, MSP champions and committee briefings.
- Produce minister-friendly briefing materials and design media moments that raise ministerial profile while advancing The Yard's asks.
- Build trusted relationships with policy teams, sector bodies and strategic partners.

Campaigns and thought leadership

- Design and deliver major campaigns and thought leadership (national features, op-eds, regional showcase weeks) that celebrate impact and scale-up ambition.
- Ensure campaigns are rooted in evidence, manifesto priorities and powerful family case studies.

Content and owned channels

- Oversee content strategy for website, social and newsletters to ensure consistent, evidence-led messaging and audience growth.
- Ensure internal social content is aligned to campaign briefs and amplifies national and regional activity.

Internal communications and reputation

- Lead internal communications so staff, trustees and partners are informed, engaged and confident advocates.
- Provide communications support for launches, consultations and sensitive operational changes.

Agency and team leadership

- Commission, brief and manage PR/public affairs agencies and suppliers; hold them to clear SLAs and delivery targets
- Line manages the Communications Officer; build a high-performance, collaborative team culture.

Crisis and issues management

- Own crisis communications planning and response; act as lead contact for reputational incidents and ensure timely escalation to the CEO and Board.

Measurement and reporting

- Deliver monthly and quarterly reporting on coverage, reach, engagement and commissioning outcomes; use insight to refine strategy.

Authorities & Accountability

- Authorised to approve expenditure within delegated authority limits.

Essential

- Senior communications experience with a strong track record in media relations, campaign delivery and public affairs.
- Proven success securing national media coverage and managing broadcast interviews.
- Experience managing agencies and delivering against clear KPIs.
- Ability to craft minister-friendly media moments and influence policy audiences.
- Excellent written and verbal communication skills; confident public speaker.
- Strong strategic thinking, project management and stakeholder management skills.
- Experience leading and developing a small team.
- Commitment to centring lived experience and family voice in communications.
- Comfortable working at pace in a values-led charity environment.

Desirable

- Experience in children's disability, early intervention or social care sectors.
- Track record of converting profile into commissioning, funding or policy outcomes.
- Experience of digital strategy and paid social amplification.
- Knowledge of Scottish Government structures and policy cycles.
- Membership of a professional communications body.