

Job Description and Person Specification

Job Title:	Communications Manager
Hours of work:	Full time (37.5 hours per week)
Salary:	£34,803
Holidays:	36 days, including public holidays
Location:	Flexible, ability to travel between Waverley Care locations
Reports to:	Head of Corporate Services
Closing Date:	5pm, Monday 1 February 2021

About Waverley Care

At Waverley Care, we take a positive approach to HIV, Hepatitis C and Sexual Health. We work closely with communities, starting conversations about these issues, encouraging people to access testing and empowering them to make choices that improve their health and wellbeing.

We're also here for people living with HIV or hepatitis C, working with them to understand their needs and offering practical support that helps them to live well.

Everything we do is guided by the experiences of the people we work with. By sharing these experiences, along with information people can trust, we want to challenge the stigma associated with HIV, hepatitis C and sexual health, and address the broader inequalities that our communities face.

About the post

This is a critically important new role within one of Scotland's most well-known charities at a crucial time in our history as we work towards hepatitis C elimination and zero HIV transmissions in Scotland.

In this role, you will develop and execute a highly effective communications and marketing strategy to support our strategic ambitions, raising awareness of what we do and why we do it to stakeholders across a range of platforms.

You will promote the charity to those who need our services as well as to a multitude of wider stakeholders. You will shape the charity's key messaging and campaigns for all stakeholders including service users, supporters, professional partners and media. You will work closely with our fundraising team to promote our fundraising efforts to grow awareness and support across the country. You will have responsibility for developing our brand and ensuring consistency across all channels.

You will head our Communications Team based within the charity's Corporate Services function which brings together our Fundraising, Finance and Head Office functions. You will line manage our Communications and Public Affairs Officer (0.6FTE).

You will work closely with the Chief Executive and Senior Management Team to ensure the charity has highly effective internal communications systems, ensuring all staff are well informed about all aspects of our work, including strategic and operational direction.

About the person

We're looking for a highly dynamic and motivated communications professional who can bring the following attributes to the role:

- Experienced and confident across all aspects of communications, with a commitment to continuous professional development
- Someone who thrives on challenge and can develop communication plans and campaigns with innovative messaging across a range of channels to support our strategic objectives
- Creative, with an eye for a story and an ability to tell it with impact
- A team player who can develop strong working relationships across a range of operational teams and stakeholders who work with us to deliver services
- An interest in our work and the life changing impact it has

Responsibilities and duties:

The post holder will have overall responsibility for developing, delivering and evaluating creative, and engaging communication plans and campaigns with the aim of ensuring the charity's internal and external communications are widely understood and consistent with our values and mission.

Key responsibilities:

1. Deliver high quality and engaging communications to ensure maximum awareness and understanding of our work and cause
2. Manage all internal and external communication channels including media relations, social media and website ensuring they are up to date and meet stakeholder needs
3. To provide effective line management and direction to our Communications and Public Affairs Officer
4. To advise CEO, senior management and operational teams on the communications activity required to positively support strategic objectives, and to make them aware of any emerging issues or risks
5. To develop and implement a forward plan/calendar for communications activity so that Waverley Care is prepared to take advantage of key promotional opportunities (e.g. World Aids Day) with key messages and/or media package/social media plan in place
6. Build relationships with key media contacts to promote Waverley Care and the work of our teams and position Waverley Care as the 'go to organisation' for comment and expertise on sexual health and drug use issues
7. Help to develop relationships with partner organisations, politicians and a range of influencers
8. Develop a media spokesperson strategy
9. Produce engaging and impactful content across a range of platforms including social media, website, reports and briefings
10. Work closely with Fundraising Team to support fundraising efforts and campaigns
11. Support development of an internal communications strategy that involves and engages staff across all the different teams and ensures that they are well informed about developments and news across the organisation

12. To develop a range of Key Performance Indicators to measure and evaluate the impact of communications activity, and provide regular reports to Senior Management and the charity's Board
13. To manage communications and marketing budget, always ensuring best value
14. To adhere to all the charity's policies, procedures and working practices

Person Specification – Communications Manager

Skills and Experience	
Essential	Desirable
<ul style="list-style-type: none"> • Degree or professional qualification in communications or marketing • Commitment to continuous professional development • Excellent written communication skills and the ability to create impactful and engaging content that is appropriate for the target audience/channel used • Highly experienced in understanding the range of social media platforms and in using them to engage different audiences • Skilled in developing professional credibility and collaborative relationships with senior colleagues, operational staff, partner agencies, donors and influencers • Understanding of public affairs and the policy environment • Media relations experience • Ability to measure the impact of communications activity and produce regular reports for board and management • Ability to work at pace and deliver to tight deadlines 	<ul style="list-style-type: none"> • Experience of working in a charity or a related field • Budget management • Membership of professional organisation e.g. CIPR, CIM
Values and Behaviours	
Essential	Desirable
<p>Able to take a pro-active, creative and solution-focused approach</p> <p>Ability to inspire and motivate staff and facilitate the telling of inspiring stories about the charity's work</p>	

<p>Self-aware, courteous and respectful of service users and colleagues</p>	
<p>Resilient and able to take a high level of personal responsibility and making decisions independently and appropriately</p>	