

Communications Manager

(1-year, fixed term covering a vacancy created by a career break)
Full-time (35 hours/week).

Role description

The Communications Manager will lead Architecture and Design Scotland's Outreach team. Our focus is on sharing the benefits and value of design in Scotland's built environment and places. The role of the Outreach Team is to raise the profile of Architecture and Design Scotland to key audiences, including the public through press and media engagement.

Leading a team of four people the role covers a wide range of communications areas including (but not exclusively):

- **Thought leadership and press/media relations:** a key area of focus for Architecture and Design Scotland is to build relationships and increase media awareness of A&DS and our mission
- **Events:** development, promotion and support in delivery
- **Content:** planning, developing and promoting content across a range of channels including filming and editing video for social media and other channels
- **Internal and strategic communications advice:** supporting the Chief Executive, Board and Leadership Team to structure key internal communications messages, as well as providing advice on handling key communications challenges as they arise.
- **Digital strategy:** develop content for the A&DS website, overall strategic approach to our digital channels and support the Communications Officer
- **Brand owner:** understanding the brand and style guide, and internal champion of Plain English and accessibility

Job purpose:

- Promoting the benefits of design in delivering the Scottish Government's [three key missions](#)
- Raising the profile of Architecture and Design Scotland's role to a wide range of audiences
- Build our reputation as a reliable source of news and commentary on the built environment, design and place in Scotland
- Keeping our channels up-to-date, relevant and accessible
- Supporting all colleagues with key communications advice and delivery
- Writing and editing key pieces of content, signing off on materials
- Developing and maintaining relationships with media and opinion formers to promote the benefit of design and place-making
- Help gather and present information on Architecture and Design Scotland's work to demonstrate our impact and value to key audiences, including Scottish Ministers
- Manage the activities of the Outreach team and collaborate with other teams to prioritise work across the year
- Working in partnership with key individuals, organisations and agencies to deliver specific projects, programmes and events for Architecture and Design Scotland.

Roles and responsibilities

The communications manager will be responsible for:

Profile

- Identifying opportunities to promote Architecture and Design Scotland in media and press focusing on high-profile, targeted messaging that will grow awareness of A&DS
- Monitoring and evaluating the output and identifying adjustments required
- Acting as the main liaison point between Architecture and Design Scotland and the media, as well as promoting Architecture and Design Scotland as a thought-leader in specific fields
- Collaborating with colleagues from our advice team to identify examples and evidence of the benefits and value of design

Content

- Reviewing and managing the content of in-house publications including newsletters and websites and wider stakeholder comms
- Supporting the planning and delivery of all aspects of events (mostly online) and providing practical support during events to ensure the quality and standard expected is delivered and pursue any follow-up action
- Ensuring that messaging from all events is captured and actively publicised to our networks.

Team

- Leading and managing the Outreach Team, providing direction, motivation and support
- Coaching and supporting the team to deliver high-quality communications output
- Reporting on the activity of the team and contributing to internal measurements and performance management targets (using Microsoft Planner)
- Providing communications expertise to the Board, Leadership Team and colleagues from across the organisation

About you

- Strong evidence of experience in a related professional environment, for example, press office, PR agency, in-house communications lead, journalism or marketing
- Understanding of the public sector, and interest in architecture, design or related disciplines
- Strong evidence of working in a press/media-related role and a track record of achieving coverage in traditional media, as well as strong digital skills
- Excellent teamwork, interpersonal and networking skills, including experience working with a range of different stakeholders internally and externally
- Confident and inspiring leader with the ability to motivate and develop a team
- Excellent organisational skills and the ability to manage multiple priorities effectively
- Highly developed writing, editing, presentation and verbal communication skills
- Proficiency in Microsoft Office (Word, Excel, Outlook, Planner, Teams) and use of social media and Content management systems

- Experience in video and audio editing is desirable
- Creative thinker always looking for new ways to promote our mission.

Essential Criteria and qualifications

This role is in the B3 band. For this role, please outline, using examples, in your supporting statement how you meet the following competencies:

- **Analysis and Use of Evidence** - Ability to identify, source and analyse information to produce clear and concise, well-structured, and accurate written and numerical work within challenging deadlines.
- **Communications and Engagement** - Demonstrable verbal and written communication skills used to build relationships and work collaboratively with internal and external stakeholders to deliver successfully.
- **Improving Performance** Experience of setting and managing competing priorities, for yourself and others, to support the delivery of high-quality outcomes at pace.

Qualifications

- Education to a degree level in a relevant field (or significant professional experience).
- Strong evidence of experience in a related professional environment, particularly a proven track record of managing a communications function.

This is a fixed-term contract for one year.

The Scottish Government salary scale for B3 appointment is - £45,449 - £54,419. Please note that the successful applicant will be appointed at the bottom of the scale.

Annual Leave/Flexi Scheme

25 days per annum plus 11.5 days bank holidays per year plus a generous flexible working scheme

Starting date: Please note that we would like the successful candidate to be available to start w/c 26 August 2024 to allow a week's handover from the current Communications Manager.

Location: We have recently moved to the University of Edinburgh's new Edinburgh Futures Institute, on Lauriston Place, Edinburgh. Our office is in the public service "ward" in the Edinburgh Futures Institute, which aims to support greater collaboration in the public sector. In the building, we have access to a range of flexible, inspiring and accessible working environments.

Architecture and Design Scotland operates a flexible working pattern with opportunities for a mixture of home working and office-based work. The Outreach team tends to work together at least two days each week. The role may involve some travel, including overnight stays.

How to apply:

- Complete the **application form** which includes space for a supporting statement. In this please outline how your experience relates to the role and the core competences for this post. Please also complete the **ethnic monitoring form**.
- Attach a **recent CV**.
- If you are shortlisted for an interview, you will be asked to present on a topic related to the role.
- All applications to be sent to recruitment@ads.org.uk by **23:59 Thursday 13 June 2024**.