Applicant Number

**Application for Communications Manager**

*Please complete in black for photocopying purposes*

*Please mark your name on any supplementary sheets*

**Personal Details**

|  |  |
| --- | --- |
| First Name: | Last Name: |
| Address: | |
| Telephone Numbers (please indicate which one you would prefer us to contact you on)  Home:  Work:  Mobile: | |
| Email Address: | |

If you are related to, or have a business or personal relationship with, a Board member or employee of the Commission, you are required to advise us. This allows us to judge whether they need to take any steps to ensure non-involvement in the recruitment process. The provision of this information will not affect your application.

Board Member or Employee – *please enter name and relationship in boxes below, or n/a if not applicable.*

|  |  |
| --- | --- |
| **Name:** | **Relationship:** |

**References:**

Referee 1

|  |  |
| --- | --- |
| Name: | Organisation: |
| Position: | Time Known: |
| Work Email Address: | Contact Tel No: |
| Address: | |

Referee 2

|  |  |
| --- | --- |
| Name: | Organisation: |
| Position: | Time Known: |
| Work Email Address: | Contact Tel No: |
| Address: | |

References will be taken up only for the successful candidate and consent will be sought before approaching referees.

One referee should be your current line manager with current employer and we are requesting two **employment** referees in this section. Additional references will be required in certain situations.

A guidance note is available from HR.

Applicant Number

**Employment Record**

Present or most recent employment, voluntary work or work experience

|  |  |  |  |
| --- | --- | --- | --- |
| Post Title: | | | |
| Name of Employer: | | | |
| Dates Employed: | | Salary on Leaving: | Notice Required: |
| From | To |
| Employers Address: | | | |
| Reason for leaving/wishing to leave: | | | |
| Please outline the main duties of the role: | | | |
| Please outline your responsibilities and main achievements in this role: | | | |

**Previous employment, voluntary work or work experience**

*Please complete in date order, most recent first.*

|  |  |  |  |
| --- | --- | --- | --- |
| Post Title: | | | |
| Name and Address of Employer: | | | |
| Dates Employed: | |  |  |
| From | To |
| Please outline the main duties of the role: | | | |

|  |  |  |  |
| --- | --- | --- | --- |
| Post Title: | | | |
| Name and Address of Employer: | | | |
| Dates Employed: | |  |  |
| From | To |
| Please outline the main duties of the role: | | | |

|  |  |  |  |
| --- | --- | --- | --- |
| Post Title: | | | |
| Name and Address of Employer: | | | |
| Dates Employed: | |  |  |
| From | To |
| Please outline the main duties of the role: | | | |

**Further Education and Qualifications**

|  |  |
| --- | --- |
| Course Title(s) | Qualification or Result |
|  |  |

**Vocational/Professional Courses and Relevant Training**

*Please give details of any vocational/professional courses and/or training you have undertaken which you consider to be relevant to this application, whether or not it led to a qualification.*

|  |  |
| --- | --- |
| Course Title(s) | Qualification or Result |
|  |  |

**Information on Core Skills**

*There are a number of core skills required to undertake this role. The following section of the application form is designed to give you an opportunity to outline how your skills and work experience fit the specification for the role.*

*The answers you give in this section will be used by the selection panel to determine whether you should be shortlisted for interview. Therefore, please consider your responses carefully and give specific examples where requested.*

|  |
| --- |
| **Credibility with Executive/Senior Management Teams** |
| ***In no more than 250 words***   * Please tell us about your experiences of working with and advising executive/senior management teams on communications issues. Please give a specific example of a situation where you had to persuade senior management to take a particular course of action, outlining how you approached this and what skills you used to influence their decision. |
|  |

|  |
| --- |
| **Editorial leadership and proof reading** |
| ***In no more than 250 words***   * Please tell us about the editorial work you have been involved in during your previous roles. What level of responsibility have you had with regards to editing a range of web and print publications? How do you ensure accuracy when proof reading? |
|  |

|  |
| --- |
| **Media relations and reputation management** |
| ***In no more than 250 words***   * What is your previous experience of managing media relations? Please provide a specific example of where you have had to manage/respond to the media in the context of a potential reputational issue. |
|  |

|  |
| --- |
| **Developing communication plans and strategies** |
| ***In no more than 250 words***   * Please outline your experiences in developing and delivering communications plans and strategies. In particular, tell us how you have tailored these to a specific audience and what tools you have used to measure and evaluate their effectiveness. |
|  |

**Statement in support of your application**

|  |
| --- |
| **Please provide a 500 word statement in support of your application for this role. This should demonstrate your skills, experience and suitability for the role based on the job description.** |
|  |

**Additional Information**

|  |
| --- |
| Do you consider yourself to be a person with a disability?  **□** Yes □ No  *If you have answered yes and you have demonstrated on the application form that you meet the minimum skills, experience and other attributes for the post, then you will be guaranteed an initial interview for the role.* |

Please give as much detail about your disability as you wish and feel able to share with us.

|  |
| --- |
|  |

**Employment**

|  |
| --- |
| Are there any restrictions to your residence in the UK which might affect your right to take up employment in the UK? **□** Yes □ No |

|  |
| --- |
| If Yes, please provide details: |

**Declaration**

|  |
| --- |
| I confirm that the information given on this application form and on any additional sheets submitted is, to the best of my knowledge, correct.  Do you agree to the statement above? □ Yes □ No  Signature: Date:  All employment is subject to the receipt of satisfactory references. |

We normally keep completed application forms for 12 months.

Please tick this box if you do not want us keep your application form. □

Please return your completed application form marked **Private & Confidential** to:

Human Resources by email to [mwc.recruitment@nhs.scot](mailto:mwc.recruitment@nhs.scot)



*Please insert the title of the job you are applying for:Communications Manager*

**Equal Opportunities Monitoring Form – CONFIDENTIAL**

The Mental Welfare Commission for Scotland aims to provide equal opportunities and fair treatment for all staff. We have an Equal Opportunities Policy and collect monitoring information to help us understand who we are reaching and to better serve all communities. In order to monitor the effectiveness of this policy all applicants **MUST** complete this form. This information is used for monitoring purposes only – it is anonymous and will not be stored with any other identifying information about you. **It will not be seen by those responsible for making selection decisions.**  All details are held in accordance with Data Protection legislation.

Please complete all sections of the questionnaire by placing a tick in the box or by providing information where appropriate. If you would like the form in an alternative format or require help to complete it, please contact the HR Department at the Commission on 0131 313 8772 or email [mwc.recruitment@nhs.scot](mailto:mwc.recruitment@nhs.scot)

**Section 1**

What is your sex, as recorded at birth?

|  |  |  |
| --- | --- | --- |
| Male |  | 1 |
| Female |  | 2 |
| Prefer not to say |  | 3 |

What best describes your gender?

|  |  |  |
| --- | --- | --- |
| Man |  | 1 |
| Woman |  | 2 |
| Non-binary |  | 3 |
| Prefer to say in another way – please describe |  | 4 |
| Prefer not to say |  | 5 |

**Trans Status:**

Do you consider yourself to be Trans or have a Tran’s history?

|  |  |  |
| --- | --- | --- |
| No |  | 1 |
| Yes |  | 2 |
| Prefer not to say |  | 3 |

**Section 2 – Age**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 16-24 years |  | 1 | 45-54 years |  | 4 | Prefer not to say |  | 7 |
| 25-34 years |  | 2 | 55-64 years |  | 5 |  |  | |
| 35-44 years |  | 3 | 65+ |  | 6 |  |  | |

**Section 3 – Sexual Orientation**

Which of the following options best describes how you think of yourself?

|  |  |  |
| --- | --- | --- |
| Heterosexual/Straight |  | 1 |
| Gay or Lesbian |  | 2 |
| Bisexual |  | 3 |
| Other |  | 4 |
| Prefer not to say |  | 5 |

**Section 4 Disability**

**The Equality Act 2010** definesa disabled person as a person with a disability. A person has a disability for the purposes of the Act if he or she has a physical or mental impairment and the impairment has a substantial and long-term adverse effect on his or her ability to carry out normal day-to-day activities. A long-term effect of impairment is one which has lasted at least 12 months or where the total period for which it lasts, from the time of the first onset, is likely to be at least 12 months. The Act statesthat a person who has cancer, HIV infection or multiple sclerosis (MS) is a disabled person. This means that the person is protected by the Act effectively from the point of diagnosis.

Do you consider yourself to have a disability according to the above definition?

|  |  |  |
| --- | --- | --- |
| Yes |  | 1 |
| No |  | 2 |
| Prefer not to say |  | 3 |

**Section 5 – Nationality**

How would you describe your national identity?

|  |  |  |
| --- | --- | --- |
| Scottish |  | 1 |
| English |  | 2 |
| Welsh |  | 3 |
| Northern Irish |  | 4 |
| British |  | 5 |
| Other |  | 6 |
| Prefer not to say |  | 7 |

**Section 6 – Ethnic Origin**

Please choose one option that best describes your ethnic group or background.

|  |  |  |
| --- | --- | --- |
| White - Scottish |  | 1 |
| White - Other British |  | 2 |
| White - Irish |  | 3 |
| White - Gypsy Traveller |  | 4 |
| White - Polish |  | 5 |
| White - Roma |  | 6 |
| White - Showman/Show woman |  | 7 |
| Other White Ethnic Group |  | 8 |
| African, African Scottish or African British |  | 9 |
| Asian - Pakistani, Pakistani Scottish or Pakistani British |  | 10 |
| Asian - Indian, Indian Scottish or Indian British |  | 11 |
| Asian - Bangladeshi, Bangladeshi Scottish or Bangladeshi British |  | 12 |
| Asian - Chinese, Chinese Scottish or Chinese British |  | 13 |
| Any Other Asian |  | 14 |
| Caribbean or Black, Caribbean or Black Scottish, Caribbean or Black British |  | 15 |
| Any Mixed or Multiple Ethnic Groups |  | 16 |
| Arab, Arab Scottish or Arab British |  | 17 |
| Any Other Ethnic Group |  | 18 |
| Prefer not to say |  | 19 |

**Section 7 – Religion or Belief**

What is your religion or belief?

|  |  |  |
| --- | --- | --- |
| No Religion or Belief |  | 1 |
| Church of Scotland |  | 2 |
| Roman Catholic |  | 3 |
| Other Christian |  | 4 |
| Muslim |  | 5 |
| Hindu |  | 6 |
| Buddhist |  | 7 |
| Sikh |  | 8 |
| Jewish |  | 9 |
| Pagan |  | 10 |
| Any other religion |  | 11 |
| Prefer not to say |  | 12 |

**Section 8 – Internal / External Applicants**

Are you currently employed by the Mental Welfare Commission for Scotland?

|  |  |  |
| --- | --- | --- |
| Yes |  | 1 |
| No |  | 2 |
| Prefer not to say |  | 3 |

**Section 9 – Where did you see this vacancy.**

MWC Website □ S1 Jobs □ Goodmoves website □ MyJobScotland □

Other Please state here……………

Please **securely** email this form marked **Private & Confidential** to:[**mwc.recruitment@nhs.scot**](mailto:mwc.recruitment@nhs.scot)

Alternatively, you can post your application form and equality monitoring form to the HR Department. Please mark as Private and Confidential.

**HR Department**

**Mental Welfare Commission**

**Thistle House**

**91 Haymarket Terrace**

**Edinburgh**

**EH12 5HE**