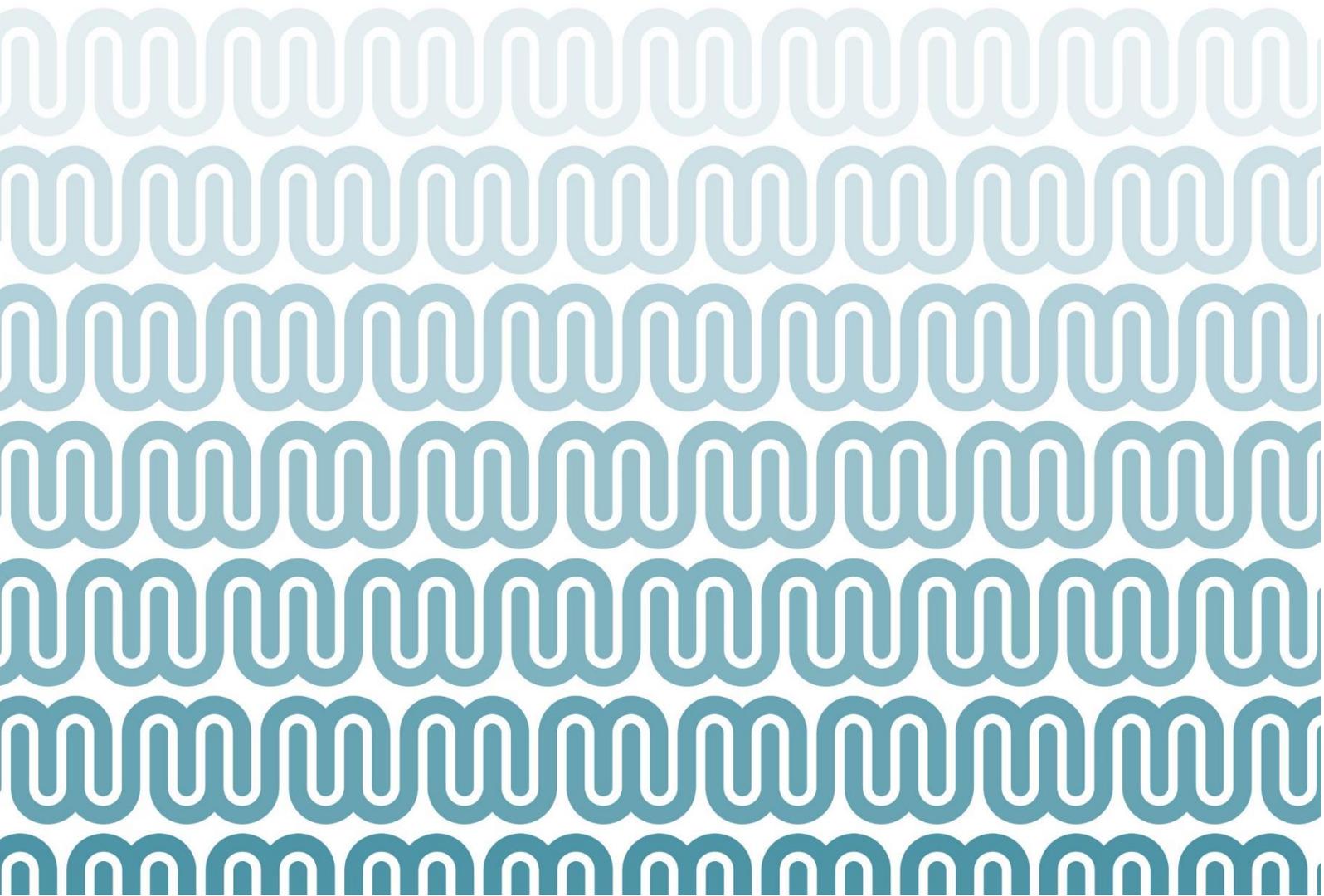




mental welfare
commission for scotland

**Communications Manager
(12 months Fixed Term/Secondment)
22.2 hours per week**

Application pack – 06/24



Dear Candidate,

Thank you for your interest in this post and in the Mental Welfare Commission.

Our Mission is to be a leading and independent voice in promoting a society where people with mental illness, learning disabilities, personality disorder, dementia and related conditions are treated fairly, have their rights respected, and have appropriate support to live the life of their choice.

It is an exciting time to join the Mental Welfare Commission: challenging and promoting change, focusing on the most vulnerable, increasing our impact and improving our efficiency and effectiveness.

This is an opportunity to contribute to a national organisation focussing on the rights of individuals. For details of our recent work including our reports following visits, responses to the Scottish Mental Health Law Review, Monitoring reports, Good Practice Guides, Themed Visits or Investigations, please click on our [web-link](#) to read about the range of work we do. This role will allow you to apply and develop your knowledge of ethical and legal considerations in the care of patients, service users and those important to them across different parts of Scotland.

Our office environment is modern, light, bright and green with superb views and is very close to Haymarket Railway station and transport links.

As an employer, we offer excellent terms and conditions of service including a generous pension scheme, a commitment to learning and development and access to an Employee Assistance Programme and comprehensive staff benefits.

We offer:

- a comprehensive range of HR policies including policies to help balance commitments at work and home and flexible family friendly working arrangements such as hybrid working
- training and development opportunities
- access to occupational health services
- access to an employee assistance programme
- access to staff benefits/staff discounts
- access to the NHS pension scheme

The following information will help you with your application:

- recruitment advertisement
- job description
- person specification
- terms and conditions of employment information sheet

We hope you are encouraged to apply and look forward to receiving your application form (with font size no smaller than 11).



Our mission and purpose

Our Mission

To be a leading and independent voice in promoting a society where people with mental illness, learning disabilities, dementia and related conditions are treated fairly, have their rights respected, and have appropriate support to live the life of their choice.

Our Purpose

We protect and promote the human rights of people with mental illness, learning disabilities, dementia and related conditions.

Our Priorities

To achieve our mission and purpose over the next three years we have identified four strategic priorities.

- To challenge and to promote change
- Focus on the most vulnerable
- Increase our impact (in the work that we do)
- Improve our efficiency and effectiveness

Our Activity

- Influencing and empowering
- Visiting individuals
- Monitoring the law
- Investigations and casework
- Information and advice



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Communications Manager

£43,371 – £48,190 per annum (pro rata)

12 months fixed term contract

22.2 hours per week (21 hours per week from 01.10.24)

(3 days a week with flexibility over the days)

Based at Thistle House in Edinburgh; hybrid working in place.

The Commission protects and promotes the human rights of people with mental illness, learning disabilities, dementia and related conditions.

We are recruiting for a Communications Manager for a 12 month period initially, to manage and deliver the Commission's communications and media relations activity.

The interim post has a remit to manage the Commission's communication programme, providing advice to the Executive Leadership Team and senior management on key issues and developing strategies that support its role in influencing policy and opinion in the mental health, learning disability, dementia and related fields, and engendering a positive reputation for the Commission amongst its key external stakeholders.

The post is the expert on communications for the Commission, giving input at a strategic level but also being involved in the day to day communications work.

The post holder must have a degree in a relevant discipline or equivalent, such as communications, media or journalism, and significant and current experience (usually 5 years or equivalent) of working in a communications role/field. Applicants must be able to demonstrate credibility with executive/senior management teams, experience of managing media relations, developing communication plans and strategies, and building stakeholder relations.

As an employer, we offer excellent terms and conditions of service including a generous pension scheme, a commitment to learning and development and access to an Employee Assistance Programme and comprehensive staff benefits.

We also offer a comprehensive range of HR policies including policies to help balance commitments at work and home and flexible working arrangements.

Closing date for receipt of applications is 12.00 noon on 8 July 2024 and it is anticipated that interviews will be held on 25 July 2024 at our office in Edinburgh.



Communications Manager role - Job Description

Job Title:	Communications Manager - 12 months Fixed Term Contract (part time 0.6 WTE)
Reports To:	Head of Culture & Corporate Services
Direct Reports:	1 x Communications Officer (1 WTE) 1 x Communications Assistant (0.5 WTE)

1. Job Purpose

To lead the development and implementation of the Commission's external communications strategy, with a focus on delivery.

2. Dimensions

The post has a remit to direct and manage the Commission's communications and media relations activities, working closely with the Chief Executive and Executive Leadership Team (ELT).

The post-holder is responsible for advising on key messaging and communications strategy, ensuring that colleagues have appropriate Communications support at key points to enable publications and other work to be delivered to a high standard, on time and on message.

The post-holder works with colleagues across the Commission and with external contacts, and plays a key role in helping engender a positive reputation for the Commission amongst its key external stakeholders.

The post is the expert on communications for the Commission, giving input at a strategic level but also being involved in the day-to-day communications work, including communications planning, copy writing, managing media relations, overseeing social media, media monitoring and the creation of regular communications analysis reports for ELT and the Board. The team also supports on internal communications as required

3. Role of the Mental Welfare Commission for Scotland

We protect and promote the human rights of people with mental illness, learning disabilities, dementia and related conditions.

We do this by:

- Checking if individual care and treatment is lawful and in line with good practice
- Empowering individuals and their carers through advice, guidance and information
- Promoting best practice in applying mental health and incapacity law



3. Role of the Mental Welfare Commission for Scotland

- Influencing legislation, policy and service development

4. Key Result Areas

Manage and deliver the communications activity of the organisation, including media, website, social media and publications, regularly checking messaging and themes against the business plan and wider environment.

Support the Chief Executive and ELT in their communications activity; share and discuss the forward plan of publications, giving advice on options for handling reports and issues, managing external communications and generating content.

Leadership of the Communications Team and member of the extended leadership team, working collegiately to support the Commission's Strategic Plan and Business Plan. Line management of two members of staff, working closely to anticipate and keep on top of all communications work.

Copy writing - draft articles, news releases and edit reports, focusing on the use of plain English with the aim of communicating sometimes detailed and complex information to a wide range of audiences. Draft key sections of the annual report.

Communications planning – create tailored communications plans for all reports identifying key messages, actions, roles and responsibilities. Working with colleagues, create longer term communications plans for specific areas of interest such as children and young people with mental ill health or learning disability. As part of this planning, support the development of accessible and easy read versions of documents, incorporating the skills of other team members in design and visual communications.

Manage and deliver communications analysis reports for all key documents (working with the team), tracking media, social media and web analytics. Present key analysis reports to a November ELT and the December Board.

Lead on media handling and reputation management, ensuring we always respond to media queries. Monitor the daily Press Data summary, alerting colleagues to content where appropriate.

Manage the forward plan of publications, updating it fortnightly.

Keep an overall view of the Commission's external reputation, keeping updated on any parliamentary activity and activity by key external organisations that link with our work.

Lead and support on the development of an internal communications strategy.



5. Planning and Organising

The Communications Manager is required to produce an annual communications plan that directly supports the Commission's strategic plan and business plan. Achievement of communication objectives is reviewed with the Head of Culture & Corporate Services on an ongoing basis and through the annual appraisal programme.

The Communications Manager sets out the key objectives for the Communications Officer and Communications Assistant.

6. Internal and External Relationships

The post-holder reports to the Head of Culture & Corporate Services who provides line management support.

The Communications Manager works closely with and advises members of the Executive Leadership and senior management team, to ensure that communications is built into the planning cycle of Commission activities, allowing the organisation to share its work and connect with key audiences most effectively.

The post-holder provides communications advice and training support to the practitioner and management team in order to maximise the Commission's capacity for influence.

The post holder works with the media and social media proactively to share Commission findings, recommendations and priorities, enabling our work to reach a wider audience. They also manage reactive media queries, ensuring the Commission is always able to respond.

The post-holder manages the Communications Officer and Communications Assistant.

7. Most Challenging Aspects of the Job

- Managing the programme of work effectively when timetables can change.
- Communicating complex and/or the personal aspects of messages (which are often anonymised) to a wider audience.
- Making complex judgments and decisions on the communications approach to sensitive issues.
- Dealing with the media can be time pressured.

8. Skills/Qualifications and Experience

Essential:



- Educated to at least degree level in a relevant discipline or equivalent, such as communications, media or journalism.
- Significant and current experience of working in a communications field (usually around 5 years' experience).
- Demonstrate credibility with executive/senior management teams.
- Excellent written and verbal communication skills.
- Experience of managing media relations and reputation management.
- Experience of building stakeholder relations and targeting communications.
- Experience of developing communication plans and strategies.

- Experience of social media and digital communication channels to successfully deliver communication campaigns.
- Editorial leadership and proof reading skills for a full range of web and print publications.
- Strong influencing skills.
- People management experience.

Desirable:

- Full membership of the Chartered Institute of Public Relations.
- Knowledge of the public sector and the Scottish political landscape.
- Knowledge of Scottish mental health and social care environment.



Communications Manager

Person specification

In order to be shortlisted you must demonstrate you meet all the essential criteria and as much of the desirable as possible. When a large volume of applications are received for a vacancy and most applicants meet the essential criteria then the desirable criteria is used to produce the shortlist

Criteria	Essential	Desirable	How assessed
<p>Qualifications & Training Level of education, professional qualifications, training and learning programmes/courses.</p>	<p>Educated to at least degree level in a relevant discipline or equivalent, such as communications, media or journalism.</p>	<p>Full membership of the Chartered Institute of Public Relations.</p>	<p>A</p>
<p>Experience Length and type of experience, level at which experience gained.</p>	<p>Significant and current experience of working in a communications field (usually around 5 years' experience).</p> <p>Demonstrate credibility with executive/senior management teams.</p> <p>People management experience.</p>		<p>A / I</p>
<p>Knowledge Depth and extent of knowledge.</p>	<p>Managing media relations.</p> <p>Building stakeholder relations and targeting communications.</p> <p>Developing communication plans and strategies.</p> <p>Using social media and digital communication channels to successfully deliver communication campaigns.</p>	<p>Knowledge of the public sector and the Scottish political landscape.</p> <p>Knowledge of Scottish mental health and social care environment.</p>	<p>A / I</p>
<p>Skills/Abilities</p>			



Range and level of skills i.e. communication (oral, written, presentation), planning/organisation, numeracy, leadership etc.	Excellent written and verbal communication skills. Editorial leadership and proof reading skills for a full range of web and print publications. Strong influencing skills.		A / I
Specific Job Requirements Environmental conditions, unsociable hours, car driver etc.	N/A	N/A	N/A

Key – how assessed	
A = Application	I = Interview



Employment Information – Communications Manager

The following notes summarise the key points of the terms and conditions.

Full details will be provided with offers of employment.

Headquarters	Thistle House, 91 Haymarket Terrace, Edinburgh, EH12 5HE (hybrid working options)
Pay	£43,371 - £48,190 p.a. (pro rata)
Type of Contract	12 months: Fixed Term or Secondment Applications will also be considered for a secondment opportunity. Agreement, in principle, should be obtained from your parent organisation prior to application.
Manager	The post-holder reports to the Head of Culture & Corporate Services
Hours of work	22.2 hours per week (21 hours per week from 01.10.2024)
Leave	Annual Holidays The annual entitlement for full time posts is 25 days per year, rising to 30 days after 10 years' relevant service. (NHS and local authority service is counted as relevant service). Leave entitlement is pro-rata for part-time posts. General/Public Holidays Public and privilege holidays total 11.5 days per leave year, 6 of these are on set dates and the remainder can be taken as required. For part time posts, the public/privilege holiday entitlement is pro-rata to full time equivalent. The leave year runs from 1 st April to 31 st March.
Superannuation	NHS Pension Scheme is available to all staff subject to scheme rules. Please click here for contributions details. The employer currently contributes an amount equal to 22.5% of pensionable pay into the scheme on members' behalf.
Staff Benefits	Through the Commission Staff Benefits scheme there is access to a wide variety of offers and discounts from the UK's most popular retailers and service providers. The current provider is EdenRed. There is also access to, My Gyms discount site , the UK's largest network of gyms, studios, fitness centres and sports clubs across the UK with discounted membership offers. A comprehensive Employee Assistance Programme is also available and access to a Cycle to Work Scheme. (The Commission reserves the right to withdraw, amend the schemes and change providers as appropriate)
Our values	The Commission operates a set of internal values for staff.
Performance, Learning and Development	There is a performance development system in operation within the Commission. Progression through the salary scale is subject to satisfactory performance.
Data protection	The information you provide on the application form and any supplementary forms will be used to assist in the process of recruitment and selection in accordance with the Policy of the Mental Welfare Commission. If you are successful in your application the information you provide will be used for HR and Payroll purposes. By signing the declaration section of the application form it is understood that you consent to the use and storage of your personal information for the above stated purposes.
Work outside the Commission	It is important to identify and minimise any conflicts of interest that could prevent staff from making fair and objective judgements or could be perceived as doing so by people with lived experience and carers, practitioners and the public. Details are contained in the Commission's Conflict of Interest Policy. Please note that employees may not be



	members or employees of the Mental Health Tribunal for Scotland while working for the Commission.
Probationary period	The post requires a 6 months' probationary period.
Disclosure Scotland	You will be required to submit a Disclosure Scotland Basic Certificate and self declaration.
Complaints	The Commission has a Complaints Handling Procedure. All applicants have access to it if they feel they have been unfairly treated during the recruitment and selection process. External applicants should direct any concerns to the Human Resources department and internal applicants have recourse to the Commission's Grievance Procedure.
Equal opportunities	The Commission is an equal opportunities employer.
Feedback	We do recognise the time and effort it takes to apply for a position. Following the short-listing process, you will be notified about the outcome of your application by email.

How to Apply

The Mental Welfare Commission encourages applications from all sections of the community.

We hope the information we have provided will encourage you to find out more about this opportunity.

To apply please complete the application form and email to mwc.recruitment@nhs.scot

Closing date for receipt of applications is **12.00 noon on 8 July 2024** and it is anticipated that interviews will be held **week commencing 22 July 2024** at our office in Edinburgh.