

Delivering for Excellence Communications Manager, Parliamentary Business, Grade 4

The Scottish Parliament is a values-led organisation which means our values (Stewardship, Excellence, Inclusiveness, and Respect) are at the centre of everything we do. These values are embedded in this role.

Stewardship

Focusing on the longer term to ensure we are leaving things better than we found them and putting our shared interests ahead of any individual or team.

Your main responsibilities will involve:

- Leading communications support for committees to provide an integrated communications service in support of the delivery of the Parliament's priorities and promoting parliamentary business
- Providing regular forward-looking briefings to the media on the work of committees and chamber business
- Evaluating committee communications plans and reporting back to committees on their effectiveness in order to build on knowledge and learn lessons that can be incorporated into future activities of PCO
- Providing expert communications advice to Conveners and parliamentary staff to assist them in achieving their strategic objectives

And in delivering these you will have:

- The ability to operate effectively in a complex, high profile environment, constantly under media and public scrutiny
- Commitment to continuous improvement, innovation and creativity
- Excellent organisational and planning skills including the ability to prioritise and meet competing deadlines when supporting high profile communications
- Excellent interpersonal skills, displaying credibility, influence and an awareness of politics and an interest in the Parliament and its role within Scotland in holding the Scottish Government to account

Excellence

Taking care to enhance our reputation in everything we do. Using our skills and resources efficiently and effectively to deliver high-quality sustainable results.

Your main responsibilities will involve:

- Providing strategic communications advice and high quality support to parliamentary committees and conveners on all communication issues, opportunities and reputational risks
- Development and delivery of integrated communications plans covering all aspects of communication including digital and traditional media in order to promote parliamentary business
- Evaluation of communications activities to inform continuous improvement
- Developing new and creative ways of communicating with relevant audiences

And in delivering these you will have:

- Excellent news judgement and experience of developing and delivering communications strategies, ensuring alignment with organisational priorities
- Experience of setting clear, quantifiable objectives for performance to evaluate the effectiveness of communications products, making changes when necessary to ensure continuous improvement
- The ability to problem-solve and develop creative solutions to communicate with identified audiences
- Excellent oral and written communications skills, experience in using a number of communications techniques, and a good understanding of social media
- The ability to strategically lead proactive and reactive external communications on behalf of committees
- Awareness of the Scottish political landscape and the ability to take this into account this when producing communications strategies

Respect

Appreciating difference, building cohesive teams and fostering the values and experiences of diversity.

Your main responsibilities will involve:

- Working collaboratively as part of the parliamentary business team within PCO with a focus on setting and maintaining professional standards
- Working with clerking teams and parliamentary staff to produce high quality communications outputs, taking into account the different skills and experiences that exist across the Parliament
- Building excellent relationships with colleagues and teams across the Parliament to deliver clear and comprehensive communications advice
- Seeking out experiences and insights from a diverse range of colleagues to ensure communications are accessible to a broad range of audiences

And in delivering these you will have:

- Excellent communication skills with the capacity to personally engage others and work collaboratively and creatively – both across and beyond your own team
- An understanding of diversity and the ability to recognise the different strengths, experiences and knowledge of colleagues across the Parliament
- A commitment to impartiality and the ability to handle highly sensitive and confidential information when necessary
- The ability to produce external communications which meet the needs of diverse members of the public, through a variety of inclusive formats which adhere to accessibility guidelines.

Inclusiveness

Understanding the big picture and seeking out alternative perspectives. Every colleague feels they can make a valued contribution and deliver their best work.

Your main responsibilities will involve:

- Working with parliamentary business team colleagues to identify new opportunities for engagement through traditional and digital channels
- Developing and maintaining relevant external relationships to the Parliament to ensure our approach and plans are informed by best practice and to collaborate, where necessary, on delivery
- Working collaboratively alongside clerking and engagement colleagues to pair write content for parliamentary webpages, ensuring that content takes into consideration the aims and objectives of each team as well as the committee

And in delivering these you will have:

- The ability to communicate effectively with colleagues, seeking out different views and ways of working to meet
- A collegiate attitude and enthusiasm for working constructively, seeking positive consensus when working with colleagues across and beyond our own team
- The ability to listen and communicate well to deliver effective engagement with external stakeholders and encourage understanding of and support for the Parliament's strategic objectives