



The Scottish Parliament
Pàrlamaid na h-Alba

**Parliament
Communications
Office (PCO)**

**Communications
Manager**

Recruitment Pack



Welcome from Jane McEwan, Head of the Parliament Communications Office (PCO)

Hello and thank you for taking an interest in the role of Communications Manager in the Parliament Communications Office (PCO). PCO provides a comprehensive and integrated communications service for the Scottish Parliament promoting all aspects of its work to the media and public. We sit very much at the centre of the organisation and work across all the offices at Holyrood and all of our communications channels – both traditional and digital.

As the Communications Manager you'll be part of our Parliamentary Business Team which works to promote the business taking place in Parliament committees and in the Chamber.

This is a really exciting time as we reach our 25th anniversary. This role provides a unique opportunity to work at the heart of the Parliament. PCO is a really friendly and fun team to be part of with colleagues who have a wide range of skills and backgrounds. As well as enjoying what we do immensely, we all feel really proud to work in Scotland's national Parliament. The laws that are passed here shape our country and our daily lives. What we do matters, so if you want to be a part of that too, then please apply and join us.



Working in PCO

Tom Malone, Communications Manager in the Business Team, explains what it's like to work here

Life in the Parliament Communications Office is fast paced and challenging, but incredibly enjoyable.

As a member of the team, you will find yourself working to deliver media relations and digital communications support. Together the team delivers a diverse range of projects ranging from promoting how the public can participate in the Parliament's work to highlighting events that take place within the building.

I am privileged to work alongside, and learn from, a team of dedicated and knowledgeable communications professionals. The team fully supports staff development. While working at the Parliament I have benefited from support to improve my ability to respond to sensitive media enquiries, filming social media videos and writing content for the Parliament's website.

It's not often that you have the opportunity to take up a role in a place where history is made, but I wholeheartedly believe that working within the Parliament Communications Office at the Scottish Parliament gives you that opportunity.



Part Time Communications Manager, Grade 4

Salary range: £43,764 - £52,183

Contract: Permanent

Do you want to work at the heart of Scottish politics? Now is your chance!

This is an opportunity to work in the heart of the Parliament playing a key role in supporting parliamentary business. Your role will be to develop and deliver high quality multi-platform communications advice and strategies to promote the work of the Parliament.

We are looking for an enthusiastic multi-tasker who enjoys working in a fast-moving environment. You'll be used to using a range of communications techniques to achieve identified objectives and you will be working with MSPs and wider colleagues across the Parliament to promote parliamentary business.

You'll have experience within a similar communications role and excellent organisational and written skills. You'll have an awareness of the Scottish political landscape and a clear understanding of how to identify key audiences and create content that engages them. Experience in using digital platforms such as Facebook, X and Instagram is also desirable.

Do you want to make a difference in one of the most influential places in Scotland? We offer a great range of benefits including: 41.5 leave days (including public holidays), flexible working, paid professional subscriptions, family-friendly policies, Season Ticket advance loans, an onsite gym facility, Health and Wellbeing Schemes including discounted gym membership, a confidential counselling and information service, and the Cycle to Work Scheme.

[For full information about the role and how to apply please click here](#)



Delivering for Excellence

Communications Manager, 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. Please visit our [values pages in our Employee Handbook](#).

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, under constant 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

Delivering for Excellence

Communications Manager, Grade 4

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
- 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

Delivering for Excellence

Communications Manager, Grade 4

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

Delivering for Excellence

Communications Manager, Grade 4

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 shared goals
- 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

About us

The Parliamentary Service of over 600 people is a high-achieving and professional organisation. We are public servants rather than civil servants; we serve the Parliament and its Members and not the Scottish Government.

The [Scottish Parliamentary Corporate Body](#) is responsible for providing the Parliament with the property, staff and services required for the Parliament's purposes, in accordance with the Scotland Act 1998. It is made up of five Members elected by the Parliament and the Presiding Officer.

The Corporate Body delegates the day-to-day running of the Parliament to David McGill, our Clerk/Chief Executive.

David is assisted by his Senior Executive Team in setting the strategic direction for the parliamentary service and for creating the conditions that helps to promote a positive workplace culture. You can view our structure and offices in our [organisation chart](#).

Our vision is clear: To make a positive difference to the lives of the people of Scotland. This means putting people at the centre of everything we do.

We attach great importance to our commitments to [Diversity and Inclusion](#) and our core values of stewardship, excellence, respect and inclusiveness form a central part of our working culture.

Our performance framework helps us to communicate and implement our strategic priorities through the parliamentary service. The [strategic plan](#) sets out our aims and priorities. This provides a set of shared priorities for everyone across the parliamentary service and covers matters such as improving parliamentary scrutiny, developing and investing in our staff, aligning public engagement with parliamentary business and providing high quality support to our elected Members. Each of the aims is equally important as they are inter-related. This means that we cannot achieve one without the others and that every one of our colleagues plays an important role in delivering them.



We're committed to providing a great working environment where people enjoy coming to work and feel valued for their contribution and excel in their chosen careers. Everyone has the right to be treated with respect and dignity and we have a zero tolerance approach to bullying, harassment or victimisation of any kind. We recognise that improving employee engagement has a positive and significant effect on organisational performance. We know that ideas generated by colleagues can help shape the future direction of our services and contribute to the successful delivery of our goals, and our inclusive leadership style guides us in this approach.

We're committed to building a workforce which reflects the diversity of the people of Scotland. We are proud to be an equal opportunities employer that values and respects the people who work for us. We seek to ensure all job applications are treated fairly, with respect and without bias. We positively encourage applications from suitably experienced candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity. We particularly welcome applications from female and minority ethnic candidates who are under-represented at this level. All appointments will be made on merit.



We're committed to agile working and currently operate a wide variety of work patterns and arrangements across the parliamentary service. We will be pleased to consider applications from candidates wishing to work flexibly and all requests will be seriously considered. Please include clearly any information about your preferred working arrangements in your application.



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