

# ONE REN

## JOB OUTLINE

<b>DEPARTMENT:</b>	CHIEF EXECUTIVE OFFICE	<b>SECTION:</b>	CHIEF EXECUTIVE
<b>POST TITLE:</b>	STRATEGIC COMMUNICATIONS AND PUBLIC AFFAIRS MANAGER	<b>POST ID:</b>	
<b>GRADE:</b>		<b>LOCATION:</b>	Home and office based
<b>REPORTING TO:</b>	CHIEF EXECUTIVE		
<b>LINE MANAGEMENT OF:</b>	Communications and Public Affairs Officer		

### Job Purpose:

Develop and lead the Communications and Public Affairs Strategy ensuring the positive promotion of OneRen and the delivery of services, activities and community supports in line with the Charity's Strategic Objectives, Business Plans and Values.

The Strategic Communications and Public Affairs Manager will develop and deliver effective and efficient communication across all services, external partners and media outlets with a focus on providing a full-service communications support for the Cultural Infrastructure Programme, Future Paisley programme, OneRen's Transformation programme and for OneRen's Board of Directors.

Reporting directly to the Chief Executive, the postholder will lead the development and delivery of effective and efficient Corporate Communications and Public Affairs activities across all OneRen services and be personally responsible for the resourcing of these activities for the charity operating in line with relevant legislation, charity and company governance.

The post holder will play a key role in enhancing the reputation of OneRen locally and nationally through skilled stakeholder engagement and management, taking full responsibility in leading the development, delivery, and management of all strategic business and stakeholder communications.

The postholder will act as the bridge between organisational strategy, service delivery and our communities and, lead our communications strategy.

The post holder will provide expert insight and communications collateral around operational or strategic opportunities, manage the release of information to the media and provide reputational management leadership, risk assessment, support and advice.

### **Key duties and responsibilities:**

1. Develop a communications strategy and supporting systems to ensure optimum public awareness of the business of OneRen, its planning and reporting structures, utilising the wide range of traditional, digital and social media channels: ensuring the integration of strategic communications is aligned with OneRen's brand.
2. Lead on OneRen's delivery of communications collateral with all community planning partners, Cultural Strategy and Sports Strategy partners, the Future Paisley Partnership Board, OneRen's Transformation programme and for OneRen's Board Members.
3. Lead on communicating the impacts of implementing new processes and solutions, whilst defining the communications approach to support the successful implementation of our wide-ranging programmes.
4. Contribute to the continued development of OneRen's brand identity by leading on communication styles in both verbal and written mediums, embedding best practice throughout all communications collateral developed by OneRen's services and departments to employees and all external stakeholders. This includes high level complaints handling.
5. Monitor political and sector developments or changes in public policy at UK and Scottish Government level and provide expert accurate and timely advice and guidance to the Chief Executive and Leadership Team on emerging external and internal issues which may impact on OneRen's operations and programmes.
6. Strategically support the whole organisation, and as such, influence and provide professional expert advice and written communications at all levels including the charity's Board.
7. Integrate and align Communications strategy and Public Affairs planning with OneRen's marcomms team and destination marketing aims and objectives.
8. Seek to develop effective partnerships with other organisations to the benefit of OneRen's priorities, transforming external perceptions of the charity and its value to Renfrewshire.
9. Represent the charity at regional and national partnership meetings of senior communication peers, contributing to strategic communications that best represent OneRen's priorities and provides consistent messages for residents, community groups, visitors and customers.
10. Direct the effective development and implementation of the integrated Communications and Public Affairs strategy ensuring that the operational priorities are aligned with OneRen's strategic objectives and stakeholders.
11. Manage and develop the Corporate Communications and Public Affairs service, providing expert advice and guidance to employees, determining priority areas of work and ensuring that planning is aligned to the strategic objectives and delivers content in support of these.

12. Act as OneRen's spokesperson to media and stakeholders.
13. Track, analyse and influence the media trends in relevant sectors locally and nationally, including in-depth understanding of the regional differences.
14. Build effective information gathering processes across OneRen's services to identify emerging issues at the earliest opportunity and prepare corporate response.
15. Act as a representative of the Leadership team on advising elected members and officers on high-level emerging issues, preparing communications collateral where required.
16. Develop an effective Communications and Public Affairs enquiry service which integrates with and supports information flows and processes across all OneRen services.
17. Scope an evaluation strategy which accurately assesses the outputs and impact of the Communications and Public Affairs function.
18. Ensure robust monitoring and management of the Communications and Public Affairs budgetary and contract management responsibilities in line with agreed timescales and targets.
19. Ensure all Communications and Public Affairs contract tenders and Service Level Agreements are managed in line with relevant regulations and the charity's policies relating to contracts and tendering.
20. Manage an efficient 24-hour media enquiry service ensuring a responsive service both in and out of office hours.
21. Lead the communications for all OneRen emergency responses in partnership with the key Stakeholders and play an active role in communication planning with our partners at a local and national level.
22. Ensure accurate and timeous reporting to the Chief Executive and Leadership team on novel and contentious issues.
23. Ensure accurate and timeous preparation of documents required for good governance ensuring the charity meets its regulatory and monitoring obligations for funders.
24. Ensure accurate and timeous reporting to the Chief Executive on performance of contractors, service providers and suppliers.
25. Deliver relevant thought-leadership stories and insights to targeted audiences.
26. Develop, implement and monitor team plans and work programmes and monitor the quality and cost of work undertaken by the team to support effective service delivery and meet performance targets/indicators.
27. Contribute to the identification and support the delivery of relevant training for employees involved in communication activities, including complaints handling.
28. Contribute to the development of a positive organisational culture and, as a member of the Senior Leadership Team, play a leading role in the morale, motivation, performance and development of employees within in Communications and Public Affairs.

### **Media Relations**

29. Act as the key contact for any external media enquiries.
30. Develop and maintain professional working relationships with key influencers such as journalists in the local, national and international press, TV, radio and online media ensuring that OneRen messages are communicated to, and understood by, media outlets.

31. Develop and implement a programme of training and support for Board members and officers involved in media communications to ensure a consistent approach to the delivery of communications in both written and verbal mediums.
32. Monitor and provide expert advice and guidance on the overall communications capabilities (i.e., editorial, design, web, traditional and social media) both internally and with third-party agencies as required.
33. Analyse and report on customer insights, consumer trends, market analysis, and sector best practices to build successful strategies in partnership the Business Development teams.
34. Proactively leverage news-making moments, milestones, and impacts to drive awareness and interest in our programmes with target audiences, influencers, donors, policymakers, and decision makers.
35. Develop and report against metrics of success and track activities against strategic outcomes and impact.

### **Public Affairs and Stakeholder Relations**

36. Monitor political and sector developments or changes in public policy at UK and Scottish Government level and provide expert advice and guidance to Board members and senior managers on the impact on the charity and Renfrewshire.
37. Liaise with communications teams in partner organisations, local government and relevant services across the wider public and private sector, on emerging developments which impact OneRen and co-ordinate joint responses to ensure minimal adverse or maximum positive outcomes.
38. Establish positioning, identify target audiences, and develop the external communications campaigns that leverage diverse channels, media relations, social/digital, webinars, blogs and direct communications.
39. Work with Community Planning and funding partners, residents, communities and other stakeholders across the public and private sectors to maximise the benefit of joint communication activities and campaigns to Renfrewshire as a whole.

### **Digital**

40. Provide expert advice and guidance that supports the delivery of an up-to-date and effective web improvement plan for the charity's digital sites – intranet and internet – in particular the development of digital communications, as a tool to support communications and public affairs outputs.
41. Develop, implement and manage OneRen's on-line and wider communications profile – including use of social media, television, mobile channels, audio, video and stills photography to ensure it meets Communications and Public Affairs objectives working in partnership with the Business Development Teams.
42. Monitor and provide expert advice and guidance that supports the implementation of marcomms initiatives to develop and improve digital communications channels that supports service users who have difficulty accessing services or have specific requirements for information and advice.

### **Employee Communications**

43. Lead on the development and implementation of an employee communications strategy and provide expert advice and guidance which aims to promote ownership and involvement for all OneRen employees, including engagement initiatives and communications material that support and are aligned within the transformation programme objectives and creates the right environment for change to land successfully.
44. Work closely with the Strategic HR Manager in relation to staff communications and the trades unions.
45. Monitor and provide advice and guidance that ensures OneRen functions and teams align their communications material and approaches with the internal communications strategy.
46. Take responsibility for the direct line management of the Communications and Public Affairs Officer.

This description is indicative of the nature and level of responsibilities associated with this job. It is not exhaustive and the post holder will be required to undertake other duties and responsibilities commensurate with the grade.

**JOB CRITERIA**

**FUNCTION: Chief Executive Office  
POST: Strategic Communications and Public Affairs Manager**

FACTORS	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
<b>EDUCATION</b>	<ul style="list-style-type: none"> <li>• Relevant degree or equivalent experience</li> <li>• Membership of a relevant professional body that represents Communications, Marketing or PR professionals – or eligible for membership</li> </ul>	<ul style="list-style-type: none"> <li>• Evidence of continuing relevant professional development</li> </ul>	Application
<b>RELEVANT EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Senior level experience of leading corporate communications and public affairs in a large and complex customer-facing organisation with multiple stakeholders.</li> <li>• Track record across a range of industries or organisations in implementing successful communication strategies an executive level</li> <li>• Understanding of the media, its changing nature and how to effectively engage and manage relationships</li> <li>• Leadership and management at a senior leadership level</li> <li>• Experience in using a range of communications and marketing techniques</li> <li>• Experience of reporting marketing performance to an Executive Team and Board of Directors</li> </ul>	<ul style="list-style-type: none"> <li>• A thorough understanding of the environment in which a charitable organisation operates</li> <li>• Experience working with internal and external stakeholder groups</li> <li>• Delivering extensive community engagement programmes</li> <li>• Board experience</li> <li>• Working with Sport National Governing Bodies and sector specific national agencies</li> </ul>	Application /Interview
<b>SPECIAL KNOWLEDGE &amp; SKILLS</b>	<ul style="list-style-type: none"> <li>• Demonstrable and detailed Intricate understanding of not-for-profit provision of</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge and experience of how to effect</li> </ul>	Application /Interview

	<p>cultural, leisure, sports and wellbeing services, public sector landscape and opportunities to grow support and positive awareness.</p> <ul style="list-style-type: none"> <li>• Clear and concise written and spoken communication skills</li> <li>• Ability to effectively manage public relations and corporate affairs to support organisational development</li> <li>• Ability to present information in a structured and balanced way appropriate to the needs of the reader</li> <li>• Extensive analytical skills</li> <li>• Ability to understand and analyse complex issues and to offer sound strategic, professional and managerial advice</li> <li>• Strong financial management and budgetary control skills</li> <li>• Knowledge of public sector and local government.</li> <li>• Excellent relationship management with multiple stakeholders, ability to adapt communications to different audiences</li> </ul>	<p>transformational change</p> <ul style="list-style-type: none"> <li>• Established network of contacts in relevant sectors eh media, culture, leisure, sport, local government.</li> <li>• Knowledge of public sector policies and key objectives, understanding of public policy in relation to sport leisure and culture delivery including museums, libraries and live events.</li> <li>• Experience of ethical practice applicable to this role, for instance in the areas of health and wellbeing and audience engagement</li> <li>• Experience of tourism and visitor attraction sector</li> </ul>	
<b>PERSONAL FEATURES/ QUALITIES</b>	<ul style="list-style-type: none"> <li>• Be a good team worker demonstrating loyalty and commitment to the organisation and team members</li> <li>• Show creativity of thought especially about opportunities to work collaboratively, building rapport and trust</li> <li>• Values driven</li> </ul>		Application /Interview
<b>MANAGEMENT COMPETENCES</b>	<ul style="list-style-type: none"> <li>• Ability to think strategically across</li> </ul>		Application / Interview

	<p>organisational, functional and service boundaries</p> <ul style="list-style-type: none"> <li>• Strong line management skills and ability to develop staff / teams</li> <li>• Deliver projects that are based on feedback and input, with decisions being made openly and transparently</li> <li>• Ability to challenge others constructively and also make informed decisions that if challenged can be substantiated</li> <li>• Ability to exercise sensitively and clear judgement over organisational issues and developments and to arrive at a balanced view</li> <li>• Negotiating and influencing at a senior level</li> </ul>		
<b>OTHER</b>	<ul style="list-style-type: none"> <li>• Ability to prioritise in a fast-paced changing environment</li> <li>• Be able to represent the organisation at events and public engagements including evenings and weekends and provide an out of hours crisis comms service if required</li> </ul>		Application / Interview

<b>Devised by: Stacey Martindale</b>	<b>Date: 25<sup>th</sup> March 2022</b>
<b>Approved by: Victoria Hollows</b>	<b>Date: 25<sup>th</sup> March 2022</b>