scottish legal complaints commission slcc

COMMUNICATIONS MANAGER

JOB DESCRIPTION

The core ***purpose*** of this role is to be the organisation's voice, to help to raise our profile, influence and impact and to help us reach our audiences. You will ensure our information is clear, engaging and accessible, and reaches the right people. You will share insight and learning to inform practice. You will help our audiences engage with us and have confidence in what we do.

Core ***tasks*** will include:

- Developing and delivering the organisation's communications and engagement strategy
- Leading corporate communications planning, campaigns and key messaging
- Delivering strong, consistent and engaging messaging and copywriting
- Advising the Board and SMT on the organisation's brand, tone of voice and reputation
- Leading the production of annual reports, corporate publications, trends reports and other strategic publications
- Working with the team to produce clear, engaging and accessible content for consumers, stakeholders and the wider public
- Working with the team to produce information, guidance and insight for the legal services sector
- Developing audience understanding and using insight to improve engagement and reach
- Drafting and coordinating press releases, media statements and public communications
- Managing media enquiries and support proactive media relations
- Ensuring the website remains current, accessible, user-focused and effective
- Championing plain English, accessibility and inclusive communications
- Working with the team to plan and deliver stakeholder engagement activities, events and outreach initiatives
- Providing communications advice and support to colleagues and senior leaders
- Supporting internal communications and organisational change communications, where required
- Managing relationships with external communications, design and digital suppliers
- Monitoring and evaluating communications activity and report on effectiveness and impact
- Undertaking any other duties reasonably required by the organisation.

PERSON SPECIFICATION

Essential Criteria	Desirable Criteria
Essential Skills ▪ Excellent writing, editing and proofreading skills ▪ Ability to communicate complex information clearly and effectively to diverse audiences, particularly consumers and members of the public ▪ Ability to develop and maintain a clear, compelling and consistent organisational narrative across multiple channels	**Desirable Skills** ▪ Experience of delivering corporate publications such as annual reports, accounts and business plans ▪ Experience of media engagement and responding to press enquiries ▪ Experience of writing for the web and managing website content

- Ability to plan and deliver communications activity that supports organisational objectives
- Ability to provide constructive challenge and advice to colleagues and senior leaders on communications, accessibility and audience needs
- Strong digital and IT skills
- Ability to manage multiple priorities and deliver to deadlines

Essential Knowledge

- Understanding of communications and engagement best practice
- Knowledge of plain English and accessibility principles
- Understanding of reputation management and organisational communications

Essential Attributes

- Enthusiastic, motivated and proactive
- Creative while maintaining accuracy and attention to detail
- Confident and constructive in challenging unclear or inaccessible communications
- Collaborative and able to build effective relationships across teams
- Customer and audience focused
- Committed to continuous improvement.

- Experience of website content management and digital communication tools
- Experience of using AI tools (e.g. Copilot) to support the development and delivery of communications and content
- Experience of working with external communications, design or digital suppliers

Desirable Knowledge

- Knowledge of digital accessibility standards and best practice

Desirable Attributes

- Willing to use initiative and work independently where required
- Forward-thinking and adaptable, with a willingness to suggest new approaches and improvements
- Curious and committed to learning and applying new communications techniques and technologies
- Comfortable working in a fast-paced environment with changing priorities.