



# Walking Scotland

## Communications and Policy Manager

### Job Description

**Responsible to:** Head of Communications and External Affairs

**Office base:** Blended working between Stirling office and home working

The Communications and Policy Manager will work closely with the Head of Communications and External Affairs to support Walking Scotland to achieve its long-term ambition to advocate for and promote a walking and wheeling society by

- Being a leading voice in advocating for the development and implementation of evidence-based policies and actions which supports more people to walk and wheel.
- Promoting the benefits of walking and wheeling to existing and new audiences across Scotland, via mass and targeted approaches to our communications
- Sharing key learning, good practice and case studies from our experiences of delivery.
- Advocating for implementation of the most effective evidence-based approaches to support more people to walk and wheel, aligned to the evidence-based actions within Scotland's National Walking Framework.

The Communications and Policy Manager will have specific strategic management responsibility for Walking Scotland's communications and policy work. The Communications and Policy Manager will work in collaboration with other Managers to translate Walking Scotland's strategy and strategic objectives into highly effective internal and external communications across all channels and with key policy stakeholders.

### Main activities

1. Leading on the planning, delivery and day-to-day management of the communications and policy work.
2. Lead on the design and implementation of an innovative communications and policy influencing plan that strengthens and amplifies Walking Scotland's profile, reach and influence.
3. Reviewing and prioritising key opportunities to influence policy developments.
4. The management and leadership of the communications and policy team. Together with the Head of Communications and External Affairs and the

Digital Engagement Officer, the team works to deliver highly effective internal and external communications across all channels which reflects the charity's objectives and strategy.

5. Working closely with the Head of Communications and External Affairs, collaborate with strategic partners and stakeholders, to strengthen and amplify our communications and policy advocacy aims.
6. Building, maintaining and managing positive working relationships with MSPs, civil servants and key stakeholders to drive and support Scotland to become a walking nation.
7. Be responsible for the communications and policy operational budget, including planning and management in accordance with Walking Scotland's processes and delegated authority.
8. Co-ordinate and proactively pursue media opportunities and act as spokesperson for Walking Scotland as appropriate. Manage our response to media enquiries, evaluating PR opportunities and risks, and involving other staff, as necessary.
9. Assist the Head of Communications and External Affairs to collaborate with other organisations to jointly advocate policies to decision makers and funders.
10. Lead on campaign planning and management, including liaison with external agencies to deliver effective communications and marketing campaigns.
11. To actively seek opportunities to promote Walking Scotland and its work and through the communications team, develop positive stories and case studies to support media and PR activity and to liaise with Walking Scotland partners in the co-ordination of communication and promotional activities.
12. Leading the planning and facilitation of learning events including seminars, workshops and regular networking to enable and encourage the exchange of information, experience and ideas.
13. Work with the Product Development Manager and Head of Income Generation to contribute to Walking Scotland's Income Generation plan through the use of appropriate communication tools to increase the profile of the organisation.
14. Lead on the development of effective data capture mechanisms and data management to allow segmentation of our audiences to deliver a targeted communications approach.

## **Your national walking and wheeling charity.**

Paths for All (known as Walking Scotland) is a Scottish charity, SC025535, regulated by the Scottish Charity Regulator (OSCR) and registered as a company limited by guarantee, 1068554.

15. Working closely with the Monitoring, Evaluation, Accountability and Learning (MEAL) Officer to ensure high quality monitoring and evaluation within communications and policy that aligns with the framework developed for Walking Scotland.
16. Producing quarterly and annual reports both for funders and as part of Walking Scotland's monitoring and evaluation process.
17. Ensuring necessary governance and compliance processes are in place to deliver to plan, quality, budget, and risk management.
18. Ensure the delivery of Walking Scotland's strategic outcomes as well as outcomes aligned to funding requirements.
19. Collaborate with other Walking Scotland Managers to identify strategic links and opportunities to embed learning into existing and new Walking Scotland products and programmes.
20. Take ownership of any issues and find appropriate solutions.
21. Undertake any other duties appropriate to the post and in accordance with the needs of Walking Scotland.
22. This job description will be reviewed periodically and updated as required in consultation with the postholder.

Walking Scotland  
June 2025

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