



Communications and Policy Manager Person Specification

Work and other experience	<ul style="list-style-type: none">• Significant experience at a managerial level in PR, marketing, external affairs, or communications role• Experience in policy engagement and advocacy work• Experience of building effective media partnerships• Good working knowledge of data-driven storytelling in a variety of outlets• Experience in developing and delivering effective regional and national campaigns• Experience of managing and leading staff• Experience in strategic programme development, ensuring necessary governance and compliance processes are in place• Experience of case study management and best practices• Experience of operating at a strategic level to ensure learning is shared, and connections and opportunities for added value are identified across delivery programmes.• Experience of managing and reporting against budgets, KPIs, and financial targets, ensuring that projects are delivered within financial parameters.• Experience of translating policy into practice with on the ground implementation
Knowledge and skills	<ul style="list-style-type: none">• Strong collaboration skills• Excellent writing and editing skills• Strong oral communications skills• Strong out-come based project management skills, with the ability to manage multiple projects simultaneously and meet deadlines• Able to be flexible and adaptable to reflect changing business needs• Ability to negotiate and form credible relationships

	<ul style="list-style-type: none"> • Through monitoring and evaluation have the ability to demonstrate the impact of the team's work • Knowledge of media monitoring and analysis tools • Knowledge and familiarity with social media platforms • Good understanding of the structure and operations of the Scottish Government and Scottish Parliament • Strong communication skills, both oral and written with expertise in report writing, consultation responses, briefings, press comments and public speaking. • Able to develop and deliver reports and present findings to a wide range of audiences • Able to build partnerships and develop effective working relationships with a wide range of stakeholders • Ability to make sound judgments and decisions considering risk, time/cost and overall benefit • Possess organisational skills sufficient to autonomously manage personal and team work plan and day to day tasks. • Confidence and competence in utilising modern office, communications and IT skills in the Microsoft Office Suite as well as knowledge and skills to use content management systems, e-marketing platforms and design tools. • Able to work independently using own initiative but be part of a wider team.
Personal qualities	<ul style="list-style-type: none"> • Self-motivated and solutions-focused with the ability and drive to take ownership of all responsibilities. • Commitment to Walking Scotland's strategic vision and values. • Displays a professional approach to engaging with stakeholders, negotiating with stakeholders, running workshops/events and supporting others.

**Walking Scotland
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Your national walking and wheeling charity.

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