

CHIEF EXECUTIVE's OFFICE

HEAD OF COMMUNICATIONS

(Permanent; Full time (37.5 hours/week though part time hours of 30/week may be considered); band F)

Purpose

As Head of Communications, your role is to ensure that the CNPA is highly visible on the key issues affecting the National Park, help to communicate the National Park Partnership Plan and use communication tools to influence the behaviour of people on key issues, such as, climate change.

You will ensure with senior management that the CNPA's reputation and key stakeholder relationships are effectively managed, supporting the organisation's positive profile, reflecting and strengthening its values and developing and engaging innovatively with its diverse audiences.

You will be an inspiring communicator and will have a hands-on approach but are also able to think strategically and innovatively about positioning the organisation.

As a Head of Service, your role is to lead, develop and inspire your staff to make their contribution to the delivery of the National Park Partnership Plan, and Corporate and Operational Plans in an enthusiastic, dedicated, efficient and professional way. As a member of the Operational Management Group you will collectively be responsible for taking forward the delivery of the Corporate Plan and the organisation's Communications and Engagement Strategy.

Key Accountabilities

- **Communications**
 - Lead the development and implementation of a communications strategy for the Cairngorms National Park Authority
 - Develop new and innovative approach to communications with Park residents including Citizens Assembly and use of on-line tools, and plan their effective deployment.
 - Develop a digital strategy and increase the social media reach of the CNPA with target audiences delivering high quality content to reflect the work of the CNPA
 - Lead the development of communication campaigns that raise the profile of the Park and its work and the role of the CNPA
 - Through establishing and monitoring appropriate key performance indicators, demonstrate the effective impact of the CNPA's communications campaigns in influencing attitudes and targeted behavioural change within the Cairngorms NP
- **Behavioural Change**
 - Work on communications around climate change, nature and the active agenda in order to use communications and influencing strategies to change behaviour and help to deliver on the long term outcomes in the National Park Partnership Plan.

- Corporate Communications
 - Manage the CNPA's corporate reputation and advise MT and the Board on all press, PR and general communications issues;
 - Identify strategic risks potentially impacting on the CNPA's reputation and design and implement effective mitigating actions to manage those risks;
 - Working with the Head of Organisational Development, develop and implement the CNPA's internal communications strategy to help embed the vision, mission and culture of the organisation.
- Stakeholder Engagement
 - Lead on the development and co-ordination of a stakeholder engagement programme that keeps all targeted parties informed and involved in the work of the Park;
 - Build strong and effective stakeholder management system;
- Corporate Management
 - Help to develop and implement the CNPA Corporate Plan and National Park Partnership Plan
 - As a Head of Service work with the Operational Management Group to develop and deliver an annual Operational Plan for each financial year.
 - Have significant input, and at times take the creative lead, in developing solutions and developing strategies for achieving the organisation's objectives;
 - Build co-operation between the teams across the organisation to help deliver the communications strategy.
- Budget Management
 - Ensure effective budget management and use of resources throughout the financial year.
 - Be responsible for defining and agreeing (with Management Team and Board) an allocation of funding to achieve outcomes for the Communications area of work, managing the budget, and providing assurance and reporting on outturn
 - Be accountable for the use of assigned budgets, including ensuring appropriate approvals are in place for expenditure in line with the Authority's scheme of delegation, taking appropriate procurement routes in commissioning work, and approving / certifying expenditure.
- Staff Management
 - Manage your team in an organised and effective way to ensure prioritised delivery
 - Have direct authority over programme expenditure within scheme of delegation levels, and influence the allocation of staff time by setting priorities;
 - Ensure staff appraisal and assessments are carried out as required under the Authority's policy and procedures.

Person Specification: - Knowledge, experience and training

ESSENTIAL

- The post-holder must have a degree or equivalent in a relevant discipline;
- The post-holder must have experience of managing staff, and demonstrable ability to lead, motivate and develop staff;

- The post-holder must have experience of using and developing social media profile for an organisation;
- The post-holder must have the capacity to work autonomously of frequent senior management supervision;
- The post-holder must be able to demonstrate ability to make sound judgements on the handling of controversial and sensitive issues;
- The post-holder must have demonstrable expertise and knowledge of their programme area and evidence the skills and experience to support their delivery of the role;
- The post-holder must have outstanding communication skills; and,
- Full UK driving licence or access to a driver if disability prevents driving.

DESIRABLE CRITERIA

- Knowledge of the Gaelic language

July 2020