



Job Description

Job Title:	Communications Lead		
Department:	Marketing and Communications	Location:	Any North, West and Hebrides Campus
Grade:	£42,365 - £45,043 – NSUP32-35		
Report To:	Head of Marketing and Communications		

Job Purpose:

Are you a skilled communicator with a passion for shaping narratives and making a real difference? We're looking for a dynamic Communications Lead to join our professional marketing and communications team at UHI North, West and Hebrides, helping to deliver impactful internal and external communications during an exciting period of growth.

The successful candidate will plan, develop and manage a comprehensive programme of communications and engagement activity in line with the overall marketing strategy, with a focus on:

- + Developing and delivering strategic communications that support organisational growth and connect with a wide range of audiences.
- + Contributing to professional corporate communications services across website, brand, public relations and Gaelic.
- + Supporting a broad range of public relations functions including media relations, social media and events.
- + Supporting and strengthening communications across UHI's network of academic partners, contributing to a cohesive and integrated approach in line with the UHI Transformation project.

The postholder will work as part of the marketing and communications team to plan, develop and evaluate internal and external communications as part of an integrated communications programme at a pivotal moment in UHI North, West and Hebrides development.

Context

UHI North, West and Hebrides is Scotland's newest college, formed in August 2023 following the merger of three colleges. Operating across 19 campuses and centres spanning an area larger than Wales, effective communications are central to our success as a unified organisation.

Since the merger, the demand for a dedicated communications function has grown significantly, from internal staff engagement and political stakeholder relations to Gaelic-language communications and major project announcements. We are now seeking a strategically embedded Communications Lead, working collaboratively across the full breadth of the college's activity.

The successful development and implementation of a Marketing and Communications strategy are crucial to the college's overall success, significantly impacting student enrolments, community engagement, reputation, and the long-term sustainability of the organisation.

Key Accountabilities

The postholder will be accountable for:

- Contributing to the marketing and communications plan for UHI North, West and Hebrides and working collaboratively with team members to support the agile approach needed.
- Maintaining and enhancing the reputation and brand of UHI North, West and Hebrides, both within the organisation and externally in the wider community.
- Delivering operational activity based on strategic objectives in line with policies, procedures and best practice.
- Ensuring best use of budget to deliver the strategic objectives, ensuring value for money and maximum impact.
- Monitoring the performance of marketing and communication activity, conducting evaluation and implementing identified actions.
- Supporting an effective marketing and communications records management system.
- Ensure all marketing and communication activities are inclusive and promote accessibility, equality, and diversity.
- Developing collaborative links with internal colleagues and external partners, including UHI, Academic Partners.

Duties and responsibilities

The following duties and responsibilities are intended to give a broad indication of the variety of tasks the post holder may be asked to undertake. It should be noted that a job description is not an exhaustive list of activities, and staff may be asked to carry out other duties commensurate with the level of the post. The job description may also be amended to take account of changed circumstances, and staff will be consulted when this is necessary.

- To plan, develop and manage a comprehensive programme of internal and external communications and engagement to support the successful delivery of the Marketing and Communications Strategy for UHI North, West and Hebrides.
- Collaborate with stakeholders to assess communication needs and build essential relationships to support engagement plans.
- To develop and maintain an overarching communications strategy that ensures a comprehensive approach to our engagement and communication with a diverse and complex group of stakeholders including our students, staff, governors, communities, political leaders and media.
- Devise and implement timely and coordinated communication and engagement plans for stakeholders' groups
- Create compelling content across various platforms, including digital, social media, intranet, and email, to engage with audiences effectively.
- Work with senior leaders and communications practitioners to develop and drive consistent and clear communications across the whole of the partnership.
- Develop communications materials including letters, briefing documents, press releases, presentations, and background research
- Develop crisis communications where necessary to support campus safety, protect institutional reputation, and ensure clear messaging to students, staff, and external stakeholders.
- Providing counsel to internal stakeholders on public relations matters

- Work in collaboration with wider UHI Corporate Communications and Transformation teams to ensure complementarity and relevance of message and engagement channels.
- Plan and manage formal consultation and stakeholder events.
- Develop and maintain staff Intranet that host the UHI North, West and Hebrides news.
- Anticipate and prepare proactive and reactive communications for media enquiries
- Manage public affairs arrangements and processes for engagement with key political stakeholders both locally and nationally.
- Ensure that the necessary Gaelic communication resources are in place in line with our Gaelic Language Plan
- Ensure brand consistency across all marketing materials and communications.
- Assist in tracking expenditure against the marketing and communications budget.
- Develop positive relationship with internal and external stakeholders to support the college's marketing, internal and external communication plans.
- Work productively with colleagues within the wider marketing and communications team on a variety of projects, including attending events, as necessary.
- To support the wider student recruitment, marketing and communication operational function of the team and provide local marketing and communication support, as required.

Terms and Conditions

This post is governed by Support Staff terms and conditions, which are subject to collective bargaining processes.

General

- Proactively contribute to own personal development and supporting the wider sustainability of UHI North, West and Hebrides;
- Contribute to UHI's climate, biodiversity, and sustainability goals, including net-zero by 2040;
- Ensure consistency and equality at all times and proactively engage in UHI North, West and Hebrides values of trust, integrity and excellence.
- Ensure the health and safety of self and others and compliance with safeguarding, data protection requirements and all college policies;
- Work collaboratively with colleagues to ensure a whole college focus and approach

Appendix: Personal Attributes Framework First Line Managers/Cross-college Managers/Team-Leaders/Supervisors - Leads a team and/or a specialist function

- Provides a sense of direction for the team, helping them to understand their role and value to the college and UHI.
- Understands what motivates others and adapts own style as appropriate.
- Provides support and guidance when required.
- Guides the performance and development of others through empowerment and delegation.

- Mentors, and coaches staff.
- Delegates tasks that challenge or enhance personal awareness in others.
- Motivates others to achieve and overcome obstacles

Teamworking/Communication – Working with others in a constructive and supportive way to achieve goals and manage change.

- Gives constructive feedback to others
- Holds regular team meetings to discuss progress against objectives and overall performance.
- Seeks and promotes opportunities for collaborative working
- Ensures that staff are fully aware of their responsibilities and have the relevant training and knowledge to enable them to carry out their work effectively.
- Clearly articulates the vision and keeps the focus on change and inspires others to deliver service improvements.
- Gains commitment from others by consulting and involving them
- Is open to discuss/explore change.

Performance – Managing performance of teams across the college and creating development opportunities

- Provides ongoing constructive performance feedback.
- Encourages team members to review their strengths and development needs in line with their role and the personal skills.
- Constructively challenges unacceptable behaviour
- Objectively assesses job knowledge and challenges areas of under-performance
- Agrees performance objectives and service priorities.
- Scopes, plans and manages projects/ resources to deliver to time, quality and cost.
- Sets self and others stretching goals, standards and targets where these will help to improve service.
- Acknowledges, recognises and rewards excellent service.
- Establishes a positive learning environment for staff and students.
- Leading on team self-evaluation and planning for continuous improvement and enhancement.

Person Specification

Criteria	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> Relevant degree level education preferably in communications, public relations or a related and appropriate field or equivalent professional experience. 	<ul style="list-style-type: none"> Demonstrable evidence of on-going continuing professional development consistent with the requirements of professional expertise. Professional registration, recognition, or professional body membership (e.g. Chartered Institute of Public Relations).
Experience	<ul style="list-style-type: none"> Significant experience in a communication and/or public relations related role for a minimum of 5 years. Record of leading on complex and managing public relations issues involving a wide range of stakeholders and multiple reporting/accountability lines. Proven experience of delivering successful internal and external communications engagement programmes. Comprehensive experience of media liaison, network development and profile raising. Proven experience of working and building relationships with local and national politicians. Record of working with and influencing at a senior management level. 	<ul style="list-style-type: none"> Experience of working in further and/or higher education. Corporate reputation and issues management. Resolving complex, often competing demands with stakeholders. Experience in delivering events. Experience of working with designers to deliver digital and printed publications. Experience of working to develop relationships with political stakeholders Experience of leading communications of a public body through a merger or major transformation.
Knowledge & Skills	<ul style="list-style-type: none"> Excellent attention to detail Proven working knowledge of the principles and practice of public relations. Strong communications skills both oral and written English and with proven evidence of a high level of skill in content creation for multiple platforms and audiences, including content writing and digital/social media copy. Highly proficient in use of IT applications Ability to communicate well across the college and with external parties 	<ul style="list-style-type: none"> Ability to present confidently to audiences of all sizes. Awareness of strategic, policy and financial issues facing the higher and further education sector in Scotland. Good understanding of key legislation e.g., Freedom of Information, GDPR, copyright etc
Personal Qualities*	<ul style="list-style-type: none"> Ability to act as ambassador for the College in high level external contexts Also: see personal attributes framework Ability to network effectively, negotiate well and influence people and to deliver to agreed deadlines. Self-starter and delivery focussed. Analytical and creative thinker. Proactive and dynamic problem-solving approach. High degree of determination to succeed. 	<ul style="list-style-type: none"> Demonstrable evidence of ability to negotiate and collaborate in complex environments to meet client needs

<p>Other</p>	<ul style="list-style-type: none"> • Commitment and ability to undertake and/or continue professional development in a relevant discipline • Committed to equality, diversity, and inclusivity. • Clean driving licence • Be willing to work flexible hours when necessary to meet requirements of the post • Be willing to regularly travel on College business, between centres, UHI and within Scotland • Satisfy appropriate Disclosure Scotland checks 	
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*Please note that the personal qualities, whilst desirable, will not be considered when shortlisting in line with the essential criteria for the role.

KEY TERMS AND CONDITIONS OF EMPLOYMENT

Hours of Work	This post is for 35 hours per week but you may be required to work additional hours to meet service requirements. The normal full-time working week is one of 35 hours.
Duration	This a full-time, permanent post.
Salary	The salary for this post is on Support Scale Point NSUP32-35, (£42,365 - £45,043 per annum) pro-rata
Holidays	33 days in a full year plus 12 public/general holidays, pro-rata for part-time workers.
Location	The position will ideally be based primarily at any campus of UHI North, West and Hebrides.
Pension	You will be contractually enrolled into the Local Government Superannuation Scheme. Further details are available upon appointment.
References/ Medical Assessment/ PVG Check	For external candidates' appointment will be subject to references and a PVG check, which will be taken up after an offer has been made.

UHI North, West and Hebrides, an equal opportunities employer, is a registered charity which exists to provide Further and Higher education.

