



Job Description

Job title:	Head of Policy & Communications (Scotland)
Department:	Policy & Social Change
Reporting to:	Executive Director of Policy & Social Change
Salary:	£55,165 per year
Hours:	35 per week
Location:	Based in Crisis' Edinburgh Skylight, with the ability to travel across Scotland and within the UK for training and meetings
Contract type:	Permanent

Aim and influence

- Responsible for Crisis' communications, external affairs and policy influencing in Scotland
- Responsible for developing a strategy to substantially increase the scope and scale of Crisis' profile, campaigning and public facing work in Scotland

Financial and supervisory responsibility

- Line management of two Senior Policy Officers (Scotland) and Senior Communications and Public Affairs Officer (Scotland)

Other key details

- The nature and scope of this post will require you to work closely with the Head of Policy and Campaigns, Head of Policy and Communications (Wales), Head of Media, Head of Impact, Research and Practice, and the Director of Crisis Skylight Edinburgh
- Some evening and weekend work including travel time and overnight stays will be required and time off in lieu will be given in accordance with Crisis TOIL policy

Job responsibilities

- Lead a team of policy, political influencing and communications specialists to achieve a significant improvement in influence and profile for Crisis in Scotland



- Play a leadership role within the Policy and Social Change directorate and Crisis more broadly, helping to ensure that policy and influencing objectives across Great Britain are achieved
- Secure positive change for people facing homelessness in Scotland through achieving significant policy changes, aligned with Crisis' next ten year strategy
- Grow Crisis' profile in Scotland, working with the Head of Brand and Marketing, Head of Audience Strategy and Head of Media to develop and deliver a communications and media strategy aligned to the organisational brand and marketing strategy
- Develop and maintain a network of strategic relationships both within Crisis and with key external individuals and organisations (including MSPs, MPs, Cabinet Secretaries, Ministers, officials and councillors) enabling Crisis to develop partnerships, gain intelligence and influence effectively
- Ensure that Crisis' policy positions are informed by people with lived experience of homelessness by involving frontline staff and service users in shaping policy influencing objectives and ensuring external policy developments inform service development and delivery
- Act as a media spokesperson for Crisis in Scotland and build and manage relationships with key journalists in the country
- Position Crisis as a thought leader in Scotland through the delivery of meaningful and impactful policy, research and influencing activity
- Work with the Head of Impact, Research and Practice to develop Crisis' evidence and best practice agenda for Scotland and ensure it is delivered effectively and informs all our work in Scotland
- Identify and develop Scotland specific influencing strategies to achieve policy change, implementation and ongoing improvement and contribute to the development of UK wide Crisis campaigns, where relevant
- Represent Crisis at a range of levels including public platforms, parliamentary events and media opportunities

General responsibilities

- Proactively seek out opportunities to promote and support member involvement within Crisis
- Develop and maintain an understanding of Crisis' work and the needs and circumstances of people facing homelessness
- Comply with Crisis policies and procedures, including Health and Safety policies, for which all employees owe a duty of care both to themselves and others, in accordance with the Health and Safety at Work etc Act
- Comply with all Crisis policies and procedures and promote good practice as relates to Safeguarding and Equality, Diversity & Inclusion
- Supervise, guide or direct volunteers where necessary

- Work collaboratively across departments to support Crisis' mission to end homelessness
- Commitment to the utilisation of Crisis' chosen IT Systems
- Competent in the use of laptops, desktop PC's and headsets
- Competent in the use of Microsoft applications i.e.: MS Outlook, MS Teams, MS Word and MS PowerPoint along with the use of online applications, for example Zoom and web browsers - Google Chrome or Microsoft Edge
- Carry out any other duties reasonably associated with your role

Person Specification

Essential

1. Proven ability to achieve meaningful policy and social change through policy, political influencing and media work
2. Ability to design and deliver effective communications and marketing strategies, targeted at a range of audiences, to increase public awareness and understanding of Crisis' work in Scotland and to support influencing and income generation objectives
3. Excellent knowledge of the Scottish political landscape, and contacts with key Scottish political figures and policy-makers
4. Excellent knowledge of the Scottish media and contacts with key national journalists
5. Ability to design and deliver a high-profile external affairs strategy based on a strong political understanding and knowledge of the policy making process in Scotland
6. Experience of leading on the development of evidence based, innovative policy, research and service design programmes of work for Scotland
7. Experience of designing and implementing public campaigns that generate tangible outcomes
8. Experience of establishing and leading cross sector partnerships
9. Ability to represent Crisis externally - generating increased public support and growing our profile within Scottish Government and the housing and homelessness sector
10. Excellent communication (both written and oral), influencing and analytical skills with an ability to use evidence to increase impact and generate a strong public profile
11. Knowledge and experience of social policy and working in a policy environment in homelessness, housing or related social policy area
12. Strong team player with track-record of working cross-organisationally, including with frontline services and communications teams
13. Commitment to Crisis' purpose and values
14. Commitment to equality, diversity, and inclusion

We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness.

Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

The person specification requires a qualification or experience that I do not have. Is it still worth me applying?

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

Can I apply by sending my CV?

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

What should I do if I can't complete an online application?

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team jobs@crisis.org.uk It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience.

Shortlisting is mostly based on the information you provide in the assessment form section.

Support your statements with specific examples that show how you meet each of the person specification points. You may wish to use the **STAR approach**:

S or T – Situation or task

Describe the situation or the task that you had to complete. It could be something from your previous employment or personal experience – just make sure it's relevant. Given enough detail for the person shortlisting to understand what was involved

A – Action

Describe the action you personally took to resolve the situation or task. Explain the process/steps you took. Even if you are describing a group project, describe what you did rather than what the team did as a whole

R – Result

This is the crucial part of the answer. Explain how your actions resulted in a successful outcome. Talk about what you achieved, the benefits and what you learned.

A strong application will also be in line with the **Crisis Values** that you can find on our website.

Please note! If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

Crisis Jobs Online

I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

Where can I get help?

If your query has not been answered above, you can contact the Recruitment Team jobs@crisis.org.uk for support.

