

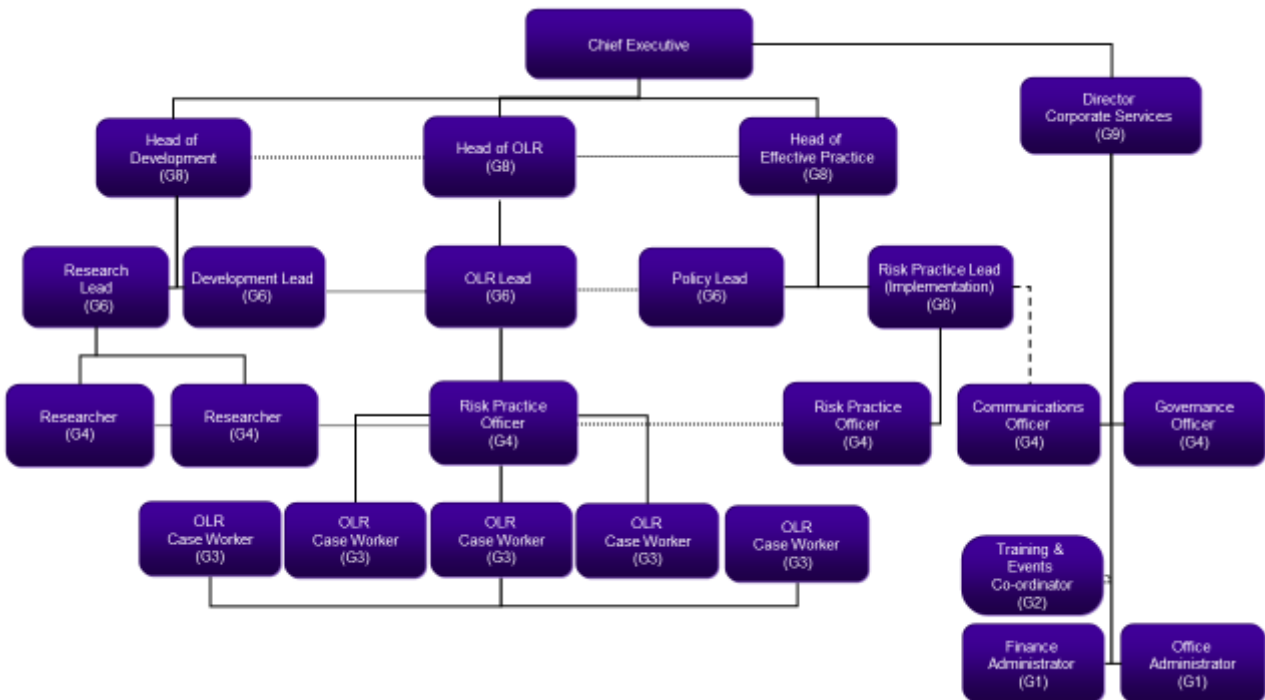
**1. JOB DETAILS**

JOB TITLE	<b>Communications Officer</b>
IMMEDIATE MANAGER	Director of Corporate Services
GRADE	Grade 4 (269 - 370)
HAY SCORE	353

**2. JOB PURPOSE**

To manage all aspects of the RMA corporate communications functions including the development, implementation and review of relevant strategies,. The role has responsibility for the effective application of communication methods including website, social media, publications, conferences and events, and working groups. The role will co-ordinate the RMA’s role in promoting effective practice and engagement with justice agencies in Scotland.

**3. ORGANISATION CHART**



#### **4. DIMENSIONS**

Important dimensions include:

Website and social media platforms  
Publications & Reports  
Conferences, Training and events  
Working Groups, Internal Reports  
Internal staff communication  
External engagement with Justice agencies in Scotland  
Performance Reporting

#### **5. MAIN ACCOUNTABILITIES**

- Develop and implement communications plans and strategies.
- Identify, establish, develop and maintain a range of senior stakeholder relationships with Scotland's Criminal Justice sector, including Policy, Politicians, Practitioners, Academics and media.
- Develop and disseminate public relations material to promote effective practice and engagement with justice agencies in Scotland.
- Build and maintain relationships with journalists, bloggers, researchers and interest groups that will help advance our work.
- Ensure digital marketing content aligns with our brand's identity and message, and assist in creation of specific communication activities as required.
- Working with the Senior Management Team and staff, monitor and engage with the media to promote effective practice and external engagement on RMA work.
- Working with the Senior Management Team and staff, identify monitor and support RMA contributions to external consultations..
- Be the main point of contact for all media enquiries.
- Manage brand guidelines and use of external designers.
- Promote effective use of social media activity and support media training for key individuals within the company
- Lead on the drafting of publications, research and reports such as the Annual Report & Accounts, Business Plan and Corporate Plan.
- Website management to include website development and content creation.
- Develop relevant policies, procedures and templates to support the application of consistent branding and messaging in all communications.
- Develop and implement a framework for reporting on the effectiveness performance of communications.
- Undertake other reasonable duties as required by the needs of the Authority.

## **6. LEVEL OF AUTONOMY AND DECISION-MAKING**

The post holder works in an autonomous manner, and is free to decide day-to-day priorities including allocation of work, setting timetables and taking decisions on whether to seek input from senior management colleagues on issues, and/or to prepare and seek agreement on business cases for purchases or services.

Approval for all expenditure is referred to the Director of Corporate Services in accordance with RMA financial procedures.

The post-holder is responsible for ensuring that the DCS is informed of issues. Identifying and escalating emerging risks and concerns to the DCS to ensure continuous and efficient delivery of the RMA's statutory functions.

The post holder will support the Senior Management Team and staff in their external engagement with Justice agencies.

## **7. COMMUNICATIONS**

The role holder will build and maintain effective communication with all members of the staff group.

The main external contacts of the post are:

- Communication departments in Justice agencies in Scotland
- Senior civil servants
- Senior representatives of Police Scotland, Scottish Prison Service, Justice Social Work and NHS staff to promote effective practice and related research and development initiatives.
- Professional bodies
- Judiciary
- Scottish Courts Service
- COPFS
- Academics as required to commission research advice / support etc.
- Media
- Politicians

## **8. COMPLEXITY**

The main sources of complexity are:

- Creative ability to devise communication strategies.
- Co-ordination of organisational systems to support consistent messaging.
- Ability to influence interest in policy development at a national level .
- Critical thinking skills and the ability to exercise good judgement and solve problems quickly and effectively.
- Familiarity with information technology, especially digital and video means of communications.
- Knowledge of organisational functions and objectives.
- Project management to ensure effective delivery of multiple projects.
- Ability to deal with senior executives

## 9. KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

### Knowledge

- A degree in Communications, Journalism, Public Relations or related field
- Expert understanding of the theory and practice of effective communications and brand management
- Knowledge of website development, graphic design and infographics
- Advanced knowledge of digital social media platforms

### Skills

- Excellent written and verbal communication skills
- Excellent critical thinking skills and the ability to exercise good judgment and solve problems quickly and effectively
- Excellent attention to detail and experience in working to agreed brand guidelines
- Demonstrable ability in project management

### Experience

- Experience in developing communications strategy
- Experience working in customer relations
- Experience of leading the design of publications
- Experience of using infographics
- Experience of dealing with media
- Experience of managing social media platforms

## 10. AGREEMENT

Job Holder Name (Printed):

Signature:

Date:

Director Corporate Services:

Signature:

Date: