



**Job title:**                   **Communications Manager**

**Responsible to:**   **Head of Corporate Policy and Communications**

### **Principal working contacts**

Head of Corporate Policy and Communications  
Media Manager  
Strategic Communications Adviser  
All other members of the communications and policy team  
Managers and employees of the Care Inspectorate  
Suppliers and contractors  
External stakeholders in the care and regulatory sectors

### **Job purpose**

To support the Care Inspectorate on the direction, delivery and implementation of the communications strategy of the Care Inspectorate alongside the Media Manager, Strategic Communications Adviser and other members of the communications team. To implement innovative communication methods which ensure all stakeholders are kept well informed and support new media development.

### **Key responsibilities**

- Work under the direction of the Head of Corporate Policy and Communication and alongside the Media Manager and Strategic Communications Adviser to contribute to and support the delivery of the Care Inspectorate's overall communications strategy and workplan.
- Providing professional advice and guidance on communications activities and policies to key stakeholders.
- Monitoring targets, measurement approaches and evaluative strategies to support continual improvement of communications activities.
- To deputise for the Head of Corporate Policy and Communications on communications-related issues as necessary.
- Devolved management of part of the Care Inspectorate's communications budget.
- Ensure that consistent and complementary messaging is delivered across projects and communications channels, and

that innovation and best practice is spread throughout the communications team.

- Manage the communications coordinators in producing communications for and with our stakeholders e.g. newsletters, bulletins, publications to ensure we are an effective, leading edge, communications channel.
- Oversee the work of communications coordinators involved in the development of the website.
- Provide communications advice, guidance, practical materials and assistance to colleagues as required.
- Manage any specific communications projects / work streams, from conception to implementation, in order to provide relevant information in different formats to meet the needs of our stakeholders.
- Liaise with external stakeholders, analysing and evaluating information which will inform good practices both for communications.
- Keep abreast with key issues affecting communications, particularly in the social care sector.

### **People management**

- Line manage the communications coordinators.
- Support, develop and coach team members through regular one-to-one supervision, performance development review and personal development plans.
- Contribute to the recruitment of employees and the implementation of HR policies.
- Promote consistent and quality practice in team members.
- Demonstrate commitment to the safety and security of the Care Inspectorate's data, information systems and devices.
- Promote the health, safety and welfare of employees, with responsibility for ensuring that the Care Inspectorate health and safety policies, procedures and practice and legislative requirements are met across the team.
- Carry out your duties in accordance with our Health and Safety policies, procedures, guidance, practices and legislative requirements, taking reasonable care for your safety and that of others who may be affected by what you do or fail to do while at work
- Promote diversity, equality of opportunity, fairness, dignity and trust, ensuring that these principles are upheld across all areas of service delivery.

### **Relationship management**

- Develop a productive working relationship with colleagues.
- Ensure effective working protocols in accordance with the Care Inspectorate's Communications, Human Resources, Finance, IT and Operations function.

- Liaise with external bodies, statutory and voluntary, to promote the work of the Care Inspectorate and share good practice, as required.
- Represent the Care Inspectorate as required at meetings.
- Ensure effective communication of the Care Inspectorate's work with people who use care services, carers, relatives and advocates.
- Demonstrate a commitment to the Care Inspectorate's aims, vision and values and to the Care Inspectorate's overall objective of improving care in Scotland.
- Model corporate behaviour and demonstrate commitment to organisation values.
- Develop and maintain constructive and co-operative working relationships with internal and external stakeholders to ensure effective and efficient directorate support.
- Promote the principles of collaborative working throughout the organisation and in all working practices in accordance with the Partnership Agreements with the trade unions.
- Ensure effective working protocols in accordance with the Care Inspectorate's Communications, Human Resources, Finance, IT and Operations function.
- Project a professional image for the Care Inspectorate when dealing with colleagues and external stakeholders.
- Demonstrate a commitment to the Care Inspectorate's aims, vision and values and to the Care Inspectorate's overall objective of improving care in Scotland.

**Other duties**

This job requires some travel and may involve some occasional overnight stays and unsocial hours.

This job profile is a broad picture of the post at the date of preparation. It is not an exhaustive list of all possible duties and it is recognised that jobs change and evolve over time. Consequently, the post holder will be required to carry out any other duties to the equivalent level that are necessary to fulfil the purpose of the job, and to respond positively to changing business needs.