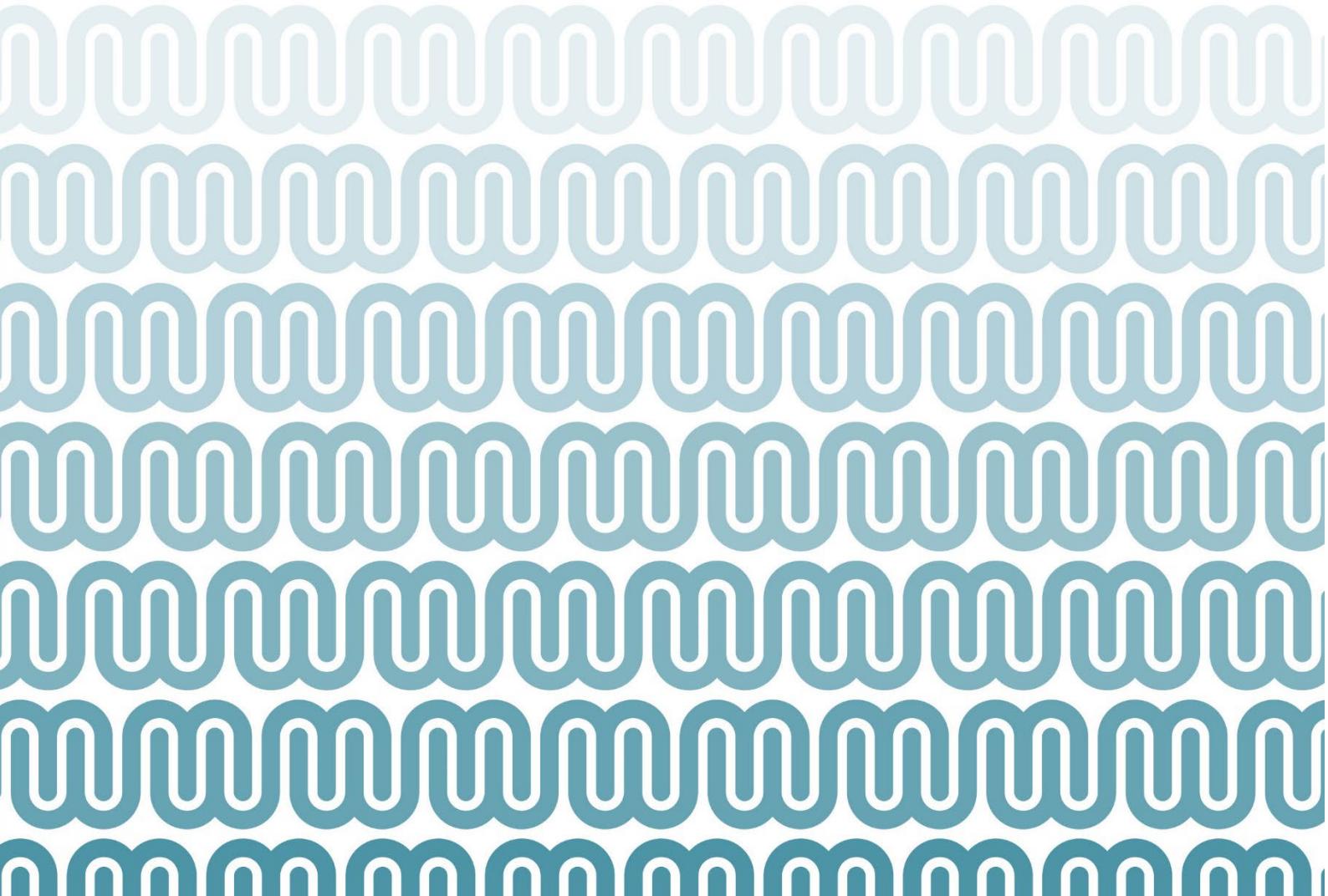


# Communications Manager

**Permanent**

**Application pack – January 2026**

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Dear Candidate,

Thank you for your interest in this post and in the Mental Welfare Commission.

**Our Mission** is to be a leading and independent voice in promoting a society where people with mental illness, learning disabilities, personality disorder, dementia and related conditions are treated fairly, have their rights respected, and have appropriate support to live the life of their choice.

It is an exciting time to join the Mental Welfare Commission: challenging and promoting change, focusing on the most vulnerable, increasing our impact and improving our efficiency and effectiveness.

This is an opportunity to contribute to a national organisation focussing on the rights of individuals. For details of our recent work including our reports following visits, responses to the Scottish Mental Health Law Review, Monitoring reports, Good Practice Guides, Themed Visits or Investigations, please click on our [web-link](#) to read about the range of work we do. This role will allow you to apply and develop your knowledge of ethical and legal considerations in the care of patients, service users and those important to them across different parts of Scotland.

Our office environment is modern, light, bright and green with superb views and is very close to Haymarket Railway station and transport links.

As an employer, we offer excellent terms and conditions of service including a generous pension scheme, a commitment to learning and development and access to an Employee Assistance Programme and comprehensive staff benefits.

We offer:

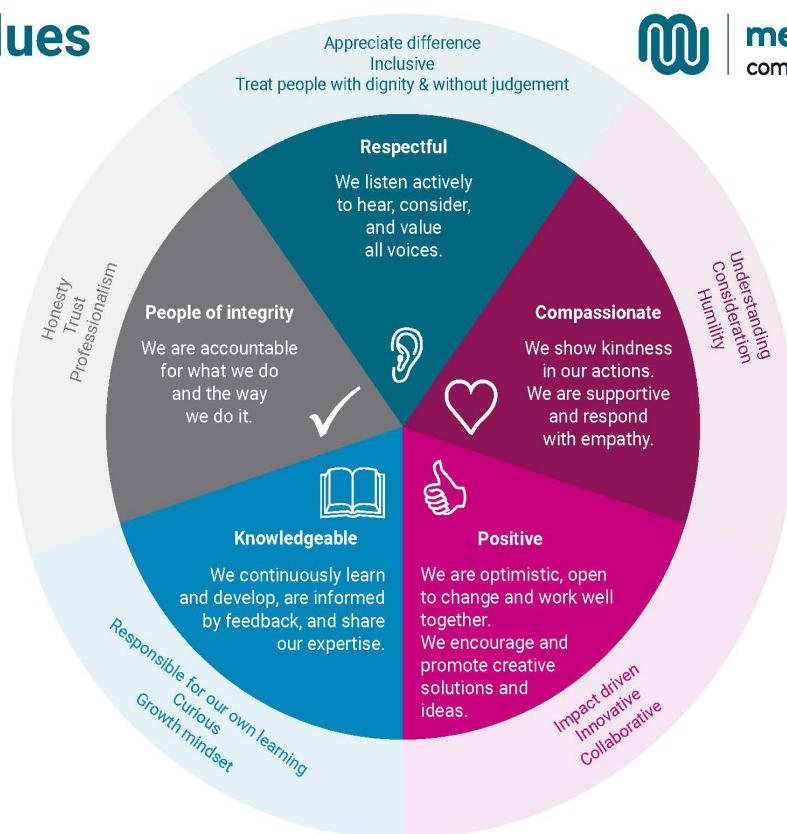
- a comprehensive range of HR policies including policies to help balance commitments at work and home and flexible family friendly working arrangements such as hybrid working
- training and development opportunities
- access to occupational health services
- access to an employee assistance programme
- access to staff benefits/staff discounts
- access to the NHS pension scheme

The following information will help you with your application:

- recruitment advertisement
- job description
- person specification
- terms and conditions of employment information sheet



## Our values



**Communications Manager**

**Min £46,458 (£27,874 pro rata) - Max £51,621 (£30,972 pro rata)**

**21 hours per week (3 days a week with some flexibility over days)**

**This is a Permanent Post**

**Hybrid working**

The Commission protects and promotes the human rights of people with mental illness, learning disabilities, dementia, and related conditions.

We are recruiting for a Communications Manager to manage and deliver the Commission's communications and media relations activity.

The post has a remit to manage the Commission's communication programme, providing advice to the Executive Leadership Team and senior management on key issues and developing strategies that support its role in influencing policy and opinion in the mental health, learning disability, dementia and related fields, and engendering a positive reputation for the Commission amongst its key external stakeholders.

The post is the expert on communications for the Commission, giving input at a strategic level but also being involved in the day-to-day communications work.

The post holder must have a degree in a relevant discipline, such as communications, media or journalism, and significant and current experience (usually 5 years or equivalent) of working in a communications role/field. Applicants must be able to demonstrate credibility with executive/senior management teams, experience of managing media relations, developing communication plans and strategies, and building stakeholder relations.

At the Commission we champion diversity, inclusion, and wellbeing. We pride ourselves on being an employer of choice, cultivating a sense of belonging and providing a workplace where everyone feels valued. We aim to have a workforce which represents the wider society that we serve and therefore encourage applications from people of all backgrounds and under-represented groups.

Our office environment is modern, light, bright and green with superb views and is very close to Haymarket Railway station and transport links.

For more information on applying, please visit the website at <https://www.mwcscot.org.uk/about-us/work-us>

Closing date for receipt of applications is 12.00 noon on 23 January 2026 and it is anticipated that interviews will be held on 5 February 2026 at our office in Edinburgh.

## Communications Manager role - Job Description

Job Title:	Communications Manager
Reports To:	Head of Culture & Corporate Services
Direct Reports:	1 x Communications Officer (1 WTE) 1 x Communications Assistant (0.5 WTE)

### 1. Job Purpose

To lead the development and implementation of the Commission's internal and external communications strategy, with a focus on delivery.

### 2. Dimensions

The post has a remit to direct and manage the Commission's communications and media relations activities, working closely with the Chief Executive and Executive Leadership Team (ELT).

The postholder is responsible for advising on key messaging and communications strategies, ensuring that colleagues have appropriate Communications support at key points to enable publications and other work to be delivered to a high standard, on time and on message.

The postholder works with colleagues across the Commission and with external contacts, and plays a key role in helping engender a positive reputation for the Commission amongst its key external stakeholders.

The post is the expert on communications for the Commission, giving input at a strategic level but also being involved in the day-to-day communications work, including communications planning, copy writing, managing media relations, overseeing social media, media monitoring and the creation of communications analysis reports for ELT and the Board. The team also leads on internal communications.

### 3. Key Result Areas

Manage and deliver the communications activity of the organisation, including media, website, social media and publications, regularly checking messaging and themes against the business plan and wider environment.

Support the Chief Executive and ELT in their communications activity; share and discuss the forward plan of publications, giving advice on options for handling reports and issues, managing external communications and generating content.

Leadership of the Communications Team and member of the extended leadership team, working collegiately to support the Commission's Strategic Plan and Business Plan. Line

### **3. Key Result Areas**

management of two members of staff, working closely to anticipate and keep on top of all communications work.

Copy writing - draft articles, news releases and edit reports, focusing on the use of plain English with the aim of communicating sometimes detailed and complex information to a wide range of audiences. Draft key sections of the annual report.

Communications planning – create tailored communications plans for all reports identifying key messages, actions, roles and responsibilities. Working with colleagues, create longer term communications plans for specific areas of interest such as children and young people with mental ill health or learning disability. As part of this planning, support the development of accessible and easy read versions of documents, incorporating the skills of other team members in design and visual communications.

Manage and deliver communications analysis reports for all key documents (working with the team), tracking media, social media and web analytics. Present key analysis reports to ELT and the Board.

Lead on media handling and reputation management, ensuring we always respond to media queries. Monitor the daily Press Data summary, alerting colleagues to content where appropriate.

Keep an overall view of the Commission's external reputation, keeping updated on any parliamentary activity and activity by key external organisations that link with our work.

Lead on internal communications activities.

### **4. Planning & Organising**

The Communications Manager is required to produce an annual communications plan that directly supports the Commission's strategic plan and business plan. Achievement of communication objectives is reviewed with the Head of Culture & Corporate Services on an ongoing basis .

The Communications Manager sets out the key objectives for the Communications Officer and Communications Assistant.

### **5. Internal & External Relationships**

The post-holder reports to the Head of Culture & Corporate Services who provides line management support.

The Communications Manager works closely with and advises members of the Executive Leadership and senior management team, to ensure that communications is built into the planning cycle of Commission activities, allowing the organisation to share its work and connect with key audiences most effectively.

### **5. Internal & External Relationships**

The post-holder provides communications advice and training support to the practitioner and management team in order to maximise the Commission's capacity for influence.

The post holder works with the media and social media proactively to share Commission findings, recommendations and priorities, enabling our work to reach a wider audience. They also manage reactive media queries, ensuring the Commission is always able to respond.

The post-holder manages the Communications Officer and Communications Assistant.

### **6. Most Challenging Aspects of the Job**

Managing the programme of work effectively when timetables can change.

Communicating complex and/or the personal aspects of messages (which are often anonymised) to a wider audience.

Making complex judgments and decisions on the communications approach to sensitive issues.

Dealing with the media can be time pressured.

### **7. Skills/Qualifications & Experience**

Essential:

- Educated to at least degree level in a relevant discipline, such as communications, media or journalism.
- Significant and current experience of working in a communications field (usually around 5 years' experience).
- Demonstrate credibility with executive/senior management teams.
- Excellent written and verbal communication skills.
- Experience of managing media relations and reputation management.
- Experience of building stakeholder relations and targeting communications.
- Experience of developing communication plans and strategies.
- Experience of social media and digital communication channels to successfully deliver communication campaigns.
- Editorial leadership and proof-reading skills for a full range of web and print publications.
- Strong influencing skills.

- People management experience.

Desirable:

- Full membership of the Chartered Institute of Public Relations.
- Knowledge of the public sector and the Scottish political landscape.
- Knowledge of Scottish mental health and social care environment.

**Person specification**

<b>Essential Criteria</b>	<b>Application</b>	<b>Interview</b>
Educated to at least degree level in a relevant discipline, such as communications, media or journalism.	✓	
Significant and current experience of working in a communications field (usually around 5 years' experience).	✓	✓
Demonstrate credibility with executive/senior management teams.	✓	✓
Excellent written and verbal communication skills.	✓	✓
Experience of managing media relations and reputation management.	✓	✓
Experience of building stakeholder relations and targeting communications.	✓	✓
Experience of developing communication plans and strategies.	✓	✓
Experience of social media and digital communication channels to successfully deliver communication campaigns.	✓	✓
Editorial leadership and proof-reading skills for a full range of web and print publications.	✓	✓
Strong influencing skills.	✓	✓

People management experience.	✓	✓
<b>Desirable Criteria</b>		
Full membership of the Chartered Institute of Public Relations.	✓	
Knowledge of the public sector and the Scottish political landscape.	✓	✓
Knowledge of Scottish mental health and social care environment.	✓	✓

## Employment Information – Communications Manager

The following notes summarise the key points of the terms and conditions.

Full details will be provided with offers of employment.

<b>Headquarters</b>	Thistle House, 91 Haymarket Terrace, Edinburgh, EH12 5HE (hybrid working options)
<b>Pay</b>	Min £46,458 (£27,874 pro rata) - Max £51,621 (£30,972 pro rata)
<b>Type of Contract</b>	This post is offered on a Permanent basis.
<b>Manager</b>	Post-holder reports to the Head of Culture & Corporate Services
<b>Hours of work</b>	21 hours per week (3 days a week with some flexibility over days)
<b>Leave</b>	<p><b>Annual Holidays</b>            The annual entitlement for full time posts is 25 days per year, rising to 30 days after 10 years' relevant service. (NHS and local authority service is counted as relevant service). Leave entitlement is pro-rata for part-time posts.</p> <p><b>General/Public Holidays</b>            Public and privilege holidays total 11.5 days per leave year, 6 of these are on set dates and the remainder can be taken as required.            For part time posts, the public/privilege holiday entitlement is pro-rata to full time equivalent.            The leave year runs from 1<sup>st</sup> April to 31<sup>st</sup> March.</p>
<b>Superannuation</b>	<p><a href="#">NHS Pension Scheme</a> is available to all staff subject to scheme rules.            Please click <a href="#">here</a> for contributions details.</p> <p>The employer currently contributes an amount equal to 22.5% of pensionable pay into the scheme on members' behalf.</p>
<b>Staff Benefits</b>	<p>Through the Commission Staff Benefits scheme there is access to a wide variety of offers and discounts from the UK's most popular retailers and service providers. The current provider is EdenRed. There is also access to, <a href="#">My Gyms discount site</a>, the UK's largest network of gyms, studios, fitness centres and sports clubs across the UK with discounted membership offers. A comprehensive Employee Assistance Programme is also available and access to a Cycle to Work Scheme.</p> <p>(The Commission reserves the right to withdraw, amend the schemes and change providers as appropriate)</p>

<b>Our values</b>	The Commission operates a set of internal values for staff.
<b>Performance, Learning and Development</b>	There is a performance development system in operation within the Commission. Progression through the salary scale is subject to satisfactory performance.
<b>Data protection</b>	<p>The information you provide on the application form and any supplementary forms will be used to assist in the process of recruitment and selection in accordance with the Policy of the Mental Welfare Commission.</p> <p>If you are successful in your application the information you provide will be used for HR and Payroll purposes. By signing the declaration section of the application form it is understood that you consent to the use and storage of your personal information for the above stated purposes.</p>
<b>Work outside the Commission</b>	It is important to identify and minimise any conflicts of interest that could prevent staff from making fair and objective judgements or could be perceived as doing so by people with lived experience and carers, practitioners and the public. Details are contained in the Commission's Conflict of Interest Policy. Please note that employees may not be members or employees of the Mental Health Tribunal for Scotland while working for the Commission.
<b>Probationary period</b>	The post requires a 6 months' probationary period.
<b>Disclosure Scotland</b>	You will be required to submit an update application for a PVG Certificate Children & Adults.
<b>Complaints</b>	The Commission has a Complaints Handling Procedure. All applicants have access to it if they feel they have been unfairly treated during the recruitment and selection process. External applicants should direct any concerns to the Human Resources department and internal applicants have recourse to the Commission's Grievance Procedure.
<b>Equal opportunities</b>	The Commission is an equal opportunities employer.
<b>Feedback</b>	We do recognise the time and effort it takes to apply for a position. Following the short-listing process, you will be notified about the outcome of your application by email.

## How to Apply

The Mental Welfare Commission encourages applications from all sections of the community.

We hope the information we have provided will encourage you to find out more about this opportunity.

To apply please complete the application form and email along with a CV to [mwc.recruitment@nhs.scot](mailto:mwc.recruitment@nhs.scot)

**Closing date for receipt of applications is 12.00 noon on 23 January 2026 and it is anticipated that interviews will be held on 5 February 2026 at our office in Edinburgh.**