

Communications and Engagement Lead

Unit	Centre for Excellence for Looked After Children (CELCIS) (http://www.celcis.org/)		
Faculty	Faculty of Humanities and Social Sciences (www.strath.ac.uk/humanities/)		
Staff Category	Administrative and Professional	Reference No	91114
Reports To	Head of Central Services	Grade:	8
Salary Range:	£39,992 - £49,149	Contract Type:	Fixed Term (31/03/2018) with 2 further years indicative funding (see below for more details)
FTE:	1 (35 hours/week)	Closing Date	Thursday, 19 October 2017

Job Advert

By joining this innovative, sector-leading organisation, you will support CELCIS to shout from the rooftops about the outstanding work we and our partners are doing to make significant improvement in the lives of children and families in vulnerable or disadvantaged circumstances.

Although based at Strathclyde University, CELCIS is not an academic outfit. We work hand in hand with partners to strengthen and improve children's services. And that means engaging with carers, social workers, teachers, nurses the police, local authorities, charities and Scottish Government.

As an exceptional communications professional - most likely from a public/corporate affairs background, with in-house and/or agency experience - You will have a deep understanding that good communication can change lives.

You will be highly a motivated self-starter, strategic in your approach, and able to work confidently to develop both CELCIS's growing profile and our credibility in the children's sector. You will lead and manage a multi-disciplinary team which includes communications, events and enhanced learning services. You will also offer the know-how, creativity and skills to lead on the implementation of our ambitious and exciting modern, multi-platform 5 year communications strategy.

You will take a lead role in engaging and working with staff across CELCIS and those working in the children's sector to translate, communicate and exchange evidence in a way that excites, persuades and moves people working with and for children to act.

This is a truly collaborative effort; working with colleagues to develop, deliver and continually improve the CELCIS offer in how we exchange knowledge and evidence – we want people working in the children's sector to have full access and be able to learn from our easy to read written outputs, multi-media and digital learning offerings and our on and offline events where you will help facilitate the exchange of ideas and evidence.

Funding for the post: The post is initially funded to March 2018, with a further 2 years indicated by Scottish Government. We have received core funding from Scottish Government since 2000.

About CELCIS

At CELCIS our ultimate goal is simple. We want to make a big difference. All of our work is dedicated to making positive and lasting improvements in the lives and experiences of children living in, and on the edges, of care.

We work in close partnership with carers, social workers, teachers, health professionals, charities, the police, local authorities, and the Scottish Government, sharing our collective skills, knowledge and expertise to develop the best possible systems and

practice for children in and on the edges of care. We always work towards making positive and enduring improvements through our innovative evidence-based implementation approach.

Our real strength is in our people. Team CELCIS are a friendly and skilled group of people who offer a shared commitment to making a real and lasting difference in young lives.

<https://www.celcis.org>

Job Description

Brief Outline of Job:

The post holder will lead communication, engagement and exchange strategies and activities across CELCIS by leading and managing a multi-disciplinary team, and by working strategically with colleagues across CELCIS and external partners.

Main Activities/Responsibilities:

1.	Lead on the implementation, ongoing review and improvement of CELCIS communication strategy 2016-20, ensuring it continues to drive forward CELCIS organisational goals and objectives, by working with internal and external staff to make the strategy real and monitoring and evaluating progress towards the strategy's goal, objectives and principles of communication.
2.	Lead and manage the communications and events team, ensuring the delivery of effective internal and external communication and engagement strategies across CELCIS programmes and projects.
3.	Support CELCIS Strategic Management Team, staff and partners in thinking strategically and tactically in how we communicate, engage and exchange knowledge and evidence aimed at improving CELCIS impact in the children's sector here in Scotland and internationally. This will involve working with internal and external colleagues and facilitating discussions to identify cross-cutting and strategic topics for CELCIS to lead on and deliver strategic, creative and tactical products, projects or campaigns.
4.	Develop and sustain active collaborations with key stakeholders through on and offline forums and networks to position CELCIS as the dynamic, modern, go-to organisation for professionals working in the children's sector.
5.	Responsible for ensuring CELCIS communication channels and outputs are high quality and striving for excellence by overseeing and quality assuring our events and conferences, digital and social media (web, email campaign, social), mainstream and trade media, design and print and publications.
6.	Lead on developing and implementing CELCIS corporate messaging, and embedding CELCIS tone of voice in all our communications, by providing advice, guidance and feedback and delivering workshops and training to improve how staff talk and write about CELCIS and their work.
7.	Lead on strategic and operational developments in CELCIS communication, engagement and exchange activities, ensuring CELCIS is on the front foot of modern approaches and technology.
8.	Support CELCIS broker role helping people to come together via online and offline networks, forums and events to exchange information, work together and share good practice.
10.	Lead on the monitoring and evaluation of communication channels and activities through regular reviews both internally and externally, making amendments to continually learn and improve.
11.	Promote and support the mission, vision, values and principles of governance of CELCIS and by personal example and quality of contribution, promote a culture of continuous improvement

Person Specification

Educational and/or Professional Qualifications		Assessment Method
(E=Essential, i.e. a candidate must meet all essential criteria to be considered for selection, D=Desirable)		
E1	Good first degree and significant professional experience in an appropriate discipline.	Application/CV
D1	Relevant postgraduate qualification and/or appropriate professional qualification	Application/CV
Experience		
E2	Experience of delivering strategic, creative and tactical activities/projects that engage and exchange knowledge about policy and practice, evidence and ideas.	App/CV/ Interview

E3	Significant experience managing and working across communication disciplines, including digital, publications, media and internal communications.	App/CV/ Interview
E4	Significant experience in delivering and driving high quality standards in knowledge exchange and communication activity and outputs.	App/CV/ Interview
E5	Significant experience of managing individuals/teams/ projects, and leading others in the delivery of knowledge exchange and communication services.	App/CV/ Interview
E6	Demonstrable ability to cultivate connections, relationships and networks to achieve objectives	App/CV/ Interview
D2	Experience of budget management	App/CV/ Interview
Job Related Skills and Achievements		
E7	Excellent interpersonal, presentation, and written communication skills with the ability to disseminate complex ideas to those with limited knowledge and understanding as well as peers and specific audiences	App/CV/ Interview
E8	Exceptional editing skills; ability to write creatively and appropriately for diverse audiences and channels (blog, web, social media, media)	App/CV/ Interview
E9	Excellent analytical skills for evaluating the effectiveness and value of various knowledge exchange and communications initiatives	App/CV/ Interview
Personal Attributes		
E10	Welcomes and encourages feedback to learn and improve as well as ability to provide constructive feedback for individual and organisational improvement	Interview
E11	Flexible approach to work and the ability to be adaptable.	Interview
E12	Ability to work under pressure to deadlines, multi-task and prioritise work to meet tight time schedules.	Interview
Other Relevant Factors		
E.13	Proficiency in MS Office, Adobe Creative Suite, web analytic software	App/CV/ Interview

Application Procedure

Applicants are required to complete an application form including the name of three referees who will be contacted before interview without further permission, unless you indicate that you would prefer otherwise. Applicants should also submit a Curriculum Vitae and a covering letter detailing the knowledge, skills and experience you think make you the right candidate for the job. Applicants should also complete the Equal Opportunities Monitoring Form.

Other Information

Further information on the application process and working at Strathclyde can be found on our website (<http://www.strath.ac.uk/hr/workforus>).

Informal enquiries about the post can be directed to Kathleen Doyle, Head of Central Services, (Kathleen.doyle@strath.ac.uk / 0141 444 8557).

Conditions of Employment

Conditions of employment relating to the Administrative and Professional staff category can be found at: [Conditions of Employment](#).

Pre-employment health screening

An offer of appointment will be subject to a medical assessment by Occupational Health. An individual who accepts an offer of employment must complete a confidential medical questionnaire and forward it to the Occupational Health Nurse within 5 days of receipt. If further information is required the individual may be contacted by the OHN or a Medical Advisor and a personal appointment with the individual may be arranged. An unconditional contract of employment will not be issued until Human Resources receives confirmation that applicant is fit to undertake the duties of the post.

Probation

Where applicable, the successful applicant will be required to serve a 12 month probationary period.

Pension

The successful applicant will be eligible to join the Universities' Superannuation Scheme. Further information regarding this scheme is available from [Payroll and Pensions](#).

Relocation

Where applicable, the University offers a relocation package to support new employees who meet the eligibility criteria. The relocation package is offered as a contribution towards costs incurred, and is designed to be flexible, allowing staff to use the financial support available in the way that will be most helpful to them. Further details are outlined in the Relocation Policy.

Interviews

Formal interviews for this post will be held on Friday, 10 November 2017.

Equality and Diversity

We value diversity and welcome applications from all sections of the community.

The University currently holds a Bronze Athena SWAN award, recognising our commitment to advancing women's careers in science, technology, engineering, maths and medicine (STEMM) employment in academia.



Conditions of Employment

Administrative and Professional Services Staff Grades 6 and above

1. GENERAL CONDITIONS

Members of staff are subject to the Charter and Statutes and the Ordinances and Regulations of the University, published in the Calendar, and to any amendments or additions thereto approved by the University Court and, in the case of the Charter and Statutes, the Privy Council. Staff are also expected to familiarise themselves with, and adhere to, general University policies and procedures, as published on University web pages.

The University Court recognises Strathclyde University and College Union (SUCU) as the sole body with which it will negotiate and consult on all collective issues concerned with the terms and conditions of employment of Administrative and Professional Services staff in Grades 6 and above. Such terms and conditions may be varied by the University Court after negotiation and consultation with SUCU.

Each member of staff is responsible for the proper performance of allocated duties to the person or persons specified in the member of staff's letter of appointment and any accompanying papers.

The University is committed to ensuring that its business is conducted in an open and transparent manner and will take all appropriate steps to address risks of bribery or corruption. Members of staff are required at all times to act honestly and with integrity and to safeguard the resources for which they are responsible. The University has in place a robust Public Interest Disclosure (Whistleblowing) Policy to enable concerns to be brought to its attention. This is available at www.strath.ac.uk/publicinterestdisclosure. Other relevant policies, e.g. Fraud Prevention and Conflicts of Interests, can also be found on the University's website.

Any member of staff may at any time be exposed to commercially sensitive information, information related to potentially valuable intellectual property or information which may otherwise be of a confidential nature. This information, which could be found anywhere in the University, may be written or disclosed orally, can include information of a commercial or technical nature, and may be owned by the University or by third parties. The University requires all employees to keep any such information confidential in the first instance and not disclose, publish or otherwise disseminate it without prior consent of the University. Such confidentiality obligations are commonplace and in the commercial interests of the University. When in doubt advice should always be sought from Research and Knowledge Exchange Services prior to disclosure.

The University operates probationary periods for new staff, the duration of which will be specified in individual letters of appointment. The normal probation period for posts in this staff category is 9 months for those at grades 6 and 7, and 12 months for grades 8 and above. Further guidance on probationary procedures is published at www.strath.ac.uk/hr.

Further information on the terms and conditions specified in this document and other staffing policies and procedures can also be found at www.strath.ac.uk/hr.

2. SALARY

Appointments are made at an appropriate salary point on the University's grading structure, with initial placing determined according to qualifications and experience. Increments are paid to staff on 1 April each year, when the employee has a minimum of 6 full months of service, allowing progression to the next point on the salary scale until the top guaranteed point of the scale is reached.

Arrangements in relation to overtime, additional hours, non-standards and on-call working are published at www.strath.ac.uk/staff/policies/hr

Salaries are paid directly to staff members nominated bank account, normally on the second last working day of the month.

3. HOURS OF WORK

The normal working week is 35 hours. Unless otherwise indicated in an individual's letter of appointment, the normal hours are 9.00am to 5.00pm Monday to Friday with a one hour lunch break. Certain members of staff may be required to work some hours outwith this normal pattern and this should be agreed locally.

Overtime rates do not apply to staff grades 6 and above. Where a Head of Department/School/equivalent requests additional work, above the standard working week to meet the particular requirements of the Department, equivalent time off in lieu may be granted by prior agreement.

4. HOLIDAYS

Annual leave entitlement is 31 days per year to be taken by agreement with the line manager. For staff members working on a part-time basis, holidays will be calculated on a pro-rata basis.

In addition to annual leave there is an entitlement to eleven public holidays per year which should be taken on days that the University is closed for this purpose. The University presently closes for four additional days over the Christmas and New Year period. **These additional days count against the annual leave entitlement.**

For staff members working on a part-time basis, public holiday entitlement will be calculated on a pro-rata basis.

Annual leave and public holiday entitlements should be taken in the leave year to which they relate. Up to five days leave can be carried forward into the new leave year subject to line management agreement. In exceptional circumstances, Heads of Department/School/equivalent may approve carry forward of accrued annual leave in excess of five days.

The University's expectation is that staff take all accrued holidays prior to their termination date. If staff have exceeded their entitlement the University will deduct an equivalent number of days pay from final salary payments.

5. SICKNESS ABSENCE

During any period of absence through illness or injury provided the appropriate notification and certification procedures have been followed the University will pay a member of staff (having taken account of the aggregate of all periods of absence due to illness during the twelve months immediately preceding the first day of the current absence) as follows:

Period of Continuous Employment at start of absence from work	Full Pay	Half Pay
Less than 1 year	1 month	1 month
1 year but less than 2 years	2 months	2 months
2 years but less than 3 years	4 months	4 months
3 years but less than 5 years	5 months	5 months
5 years or more	6 months	6 months

In order to manage the University's sick pay scheme the University requires to maintain sickness absence records on individual members of staff. When making payments after the expiry of statutory sick pay the University will deduct an amount equivalent to any benefit normally payable by the Department of Work and Pensions. For full details on the general University policy in this area please refer to the Sickness Absence Management Policy at www.strath.ac.uk/staff/policies/hr.

6. PENSIONS

New members of staff, aged under 75, will be admitted automatically to membership of the Universities Superannuation Scheme (USS) on taking up appointment. If you are already in receipt of a USS pension you will join USS in accordance with pension auto-enrolment regulations. USS requires a contribution from the member, currently 8 per cent of pensionable salary. A contribution, currently 18 per cent of pensionable salary, is paid by the University. From 1 April 2016 all members are part of the career revalued benefits scheme called the USS Retirement Income Builder. From 1 October 2016 a threshold, initially of £55,000 a year, will apply to the maximum salary that counts towards the USS Retirement Income Builder. From the same date a new defined contribution section of the scheme called USS Investment Builder will open and any contributions above the threshold will be invested in this section. The exception to automatic membership of the pension scheme applies if your post is located out with the UK in an EU member state. If this is the case membership of USS is not available to you.

New members of staff may opt out of USS within three months of taking up appointment and will then be treated as if they had never been a member of the scheme. After three months members of staff who wish to withdraw from USS during their employment will be required to give a minimum of 28 days' notice in writing to the University. Any member of staff who wishes to opt out should contact the Pensions Section, Finance, in the first instance (pensions@strath.ac.uk). Please note that if you are a member of Pensions Plus and withdraw from USS with less than two years of membership, or cease employment with the University and have less than two years of USS membership, the option of a refund of pension contributions will not be available to you. Instead, USS must provide you with a pension benefit that is payable from your retirement date.

The University reserves the right to alter or withdraw Pensions Plus as it sees fit or as required to comply with legislative changes. Withdrawal or amendment of Pensions Plus will not affect your membership of USS. If you do not wish to participate in Pensions Plus but wish to remain in the pension scheme please contact the Pensions Team who will provide you with a non-participation form.

Information regarding pension scheme membership can be found on the Pensions pages of the University's website. Full information regarding USS can be found on the USS website – www.uss.co.uk

7. PLACE OF WORK AND RESIDENCE

Members of staff will be based on the John Anderson Campus, unless otherwise stated in the letter of appointment. The Department/School in which the post is initially placed will be specified in the letter of appointment although there will be an expectation to work at such other places as required in the course of employment.

If the need arises for members of staff to work outside the UK for a period (or periods) of more than one month then such arrangements will be subject to mutual agreement. Members of staff would then be provided with a statement in advance setting out the terms covering such periods of employment.

The University does not normally place specific restrictions upon the place of residence of members of staff. All staff are, however, expected to reside in a location which is compatible with the satisfactory fulfilment of all the duties associated with their appointment.

8. CONSULTANCY/FURTHER ACTIVITIES

To support the strategic objectives of the University and to facilitate individual professional development, the University encourages staff to engage in professional activities with outside bodies related to their field of work. In many cases, such activity will be approved on the basis that it represents University knowledge exchange activity and should therefore be treated as part of the individual's overall workload and managed through the University's systems. It is also recognised that there will be some cases where an activity is entirely separate from the University and should thus be notified/approved as a personal business activity. For further information please refer to the "University Procedure in relation to Work for Outside Bodies including Consultancies", which forms part of the employment contract and can be accessed at www.strath.ac.uk/hr

9. DISCIPLINARY AND GRIEVANCE PROCEDURES

Further information on the University's disciplinary and grievance procedure can also be found at www.strath.ac.uk/policies/hr or on request from Human Resources.

10. NOTICE AND TERMINATION

The employment of a member of staff is terminable by at least three months in writing, on either side; except during probationary period when the notice period is one month. If notice is being given by a member of staff earlier release may be granted if this can be arranged without detriment to the work of the department or area. If the appointment is for a fixed term it will expire at the end of the period without the necessity for notice. Fixed term contracts may be terminated by either party short of the expiry date by the serving of one month's notice in writing. The University is not obliged to continue a fixed term appointment beyond the employment period. For employees appointed above Grade 10, the notice period for both the employer and employee will be 6 months, except during the probationary period when a one month's notice period will apply. One month's notice will also apply for fixed term contracts terminated short of the expiry date.

Revised April 2016