

YOUR NEW ROLE AT THE TRUST



**START
SOMETHING**

JOB TITLE:	Public Affairs and Communications Manager	PAY BAND:
FUNCTION:	Communications	Support Delivering
THE TEAM:	Media Relations Team manage The Trust's media relations activity and deliver strategic communications advice and support. Government Partnerships Team raises funds from public sources.	Specialist/Managerial Technical Lead/Function Head Senior Leadership Team










WHERE YOU WILL FIT

CEO	Deputy Director Communications & Ambassadors	Head of Communications	Public Affairs and Communications Manager
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HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

You will play a key part in delivering The Prince's Trust's public affairs and media relations activity in Scotland, raising awareness of the impact of The Trust's work to engage more partners, organisations and individuals in the charity's work to ultimately increase support for young people. You will also ensure that the voice and experiences of young people are told in Scottish and UK media, as well as shape local and national government policy.

WHAT WILL YOU DO?

-  Manage proactive and reactive media, stakeholder relationships and projects in Scotland, generating positive coverage for the nation's events and fundraising activity
-  Deliver campaigns in line with The Trust's overall communications plan, with a key focus on Scottish audiences e.g. The Pride of Scotland Awards, The Prince's Trust Awards
-  Deliver issues-based proactive media relations for The Prince's Trust, responding to the news agenda and influencing around key policy issues
-  Co-ordinate meetings and visits for elected representatives and senior politicians, including ministers, ensuring events are well-run and key messages are delivered
-  Create and support high quality briefing materials for senior staff engaging with politicians and civil servant
-  Co-ordinate, support and draft government policy consultation responses on issues including education and skills, employment, enterprise and more
-  Keep the wider Prince's Trust informed about the Scottish policy and political landscape, analysing developments to identify opportunities and threats to delivery or funding
-  Organise high-quality, impactful events - including online events - which may include formal public affairs events debates, or roundtables, and focus groups with young people
-  Work with Young Ambassadors and delivery teams, ensuring that young people have a voice as key stakeholders in our communications and public affairs activity

THE SKILLS YOU'LL BRING



Prince's Trust

START SOMETHING

All of the roles at The Trust are key to our success and there are certain skills we need to be successful. And while we will shortlist the most qualified people for the role, we ask everyone for a supporting statement. If you think you could do the role, but don't have all the desirable experience, we would still love to see an application from you.

WE REALLY NEED YOU TO HAVE THESE

Skills & Knowledge	Why do we need this?
Solid knowledge of the current landscape of government policy which relates to young people, and Scottish Government processes and mechanisms for influencing policy	To support young people we need a good understanding of government policy which impacts them, and we work within the political system, so an understanding of how it works is critical
Excellent writing, editing and verbal communication skills, and strong analytical skills to understand complex policy documents	The role will prepare press releases, case studies and other communications assets, deal with a wide range of stakeholders and needs to translate complex information into easy-to-understand briefings for the organisation
Ability to build excellent working relationships internally and externally with good influencing and diplomacy skills	You will be in regular liaison with senior stakeholders internally and externally, including pitching to journalists and advising and supporting colleagues and partners
Excellent understanding of the media and their needs, with knowledge of how to deal with young people in a case study/ media context and related confidentiality and legal issues	The role will be dealing with journalists, Trust spokespeople and young people on a regular basis to deliver positive external communications for the charity in a safe manner
Experience	Why do we need this?
Experience – paid or unpaid – of working in a political environment such as, campaigning for a charity, working for an MSP, or working in local or national government	As a busy team, this will help ensure that you can hit the ground running
Experience of working in a high-pressure, rapidly changing environment and managing competing priorities	The team often works to short deadlines, with requests for important activities coming in at the last minute
Experience of working in media relations which includes proactive and reactive media relations such as event PR, research, feature placement and issues-based campaigns	This role will need to support a range of media relations activity, from news, features and op-eds, to fundraising activity and issues-based campaigns
Experience of offering counsel and media advice to a wide range of staff and volunteers including senior management and young people / service users	The role will prepare and deliver media briefs for internal spokespeople and Trust supported young people

WE WOULD LOVE IT IF YOU COULD DO THIS

Experience	Why do we need this?
Experience of a large and complex organisation in the public or voluntary sector, and experience of working in the third sector	An understanding of the third sector, how the charity sector works and the challenges it faces would be an advantage
Skills & Knowledge	Why do we need this?
Sound judgement in terms of working with the media and broader communications protocols	The role will support more junior members of the team to make decisions and deliver on key activities

WHAT DO WE EXPECT FROM YOU?

OUR VALUES

Our values are at the heart of everything we do – they articulate who we are and how we work together to achieve our aims to help young people.



Here at The Prince's Trust, we're committed to equality, diversity and inclusion. We want to be an organisation that's representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity and perspective. Our goal is to create an environment where everyone, from any background, can be themselves and do the best work of their lives.

We're a Stonewall Diversity Champion and we are Disability Confident employer. Our staff, volunteers and young people are supported by PT CAN (our Cultural Awareness Network), PT GEN (Gender Equality Network), PT DAWN (Disability & Wellbeing Network) and Pulse (LGBT Network). For more information, [click here](#).

OUR BEHAVIOURS

We expect certain behaviours from you about how you interact with colleagues, our partners, young people & the public. As someone who works in at a specialist/managerial level, we would expect that you live these behaviours.

Leading by Example	Continuous Improvement	Effective Communication	One Team	Delivering Results
<p>You inspire others through passion for what we do</p> <p>You keep young people and our end goal in mind</p> <p>You build trust in others through reliability and holding self-accountable for success</p> <p>Resilient in the face of challenges, not taking constructive criticism personally</p> <p>You're authentic and bring unique talents to work, encouraging others to do the same</p> <p>You role model integrity and act according to our Values</p>	<p>You champion change initiatives and help others see the benefits and opportunities</p> <p>You take an entrepreneurial approach to improving how we do things</p> <p>You seek opportunities to enhance own development and build expertise</p> <p>You role model a positive and constructive approach to giving & receiving feedback</p> <p>You support others in adapting to change</p>	<p>You're approachable, clear and assertive</p> <p>You cascade important and relevant information to others clearly and swiftly</p> <p>You treat people as individuals, tailoring communication and influencing style accordingly</p> <p>You communicate difficult messages and challenge others' thinking effectively</p> <p>You listen to and empathise with others to understand the root of situations before responding</p>	<p>You role model effective and mutually supportive teamwork with colleagues</p> <p>You manage the expectations of others, gaining buy-in where required</p> <p>You share knowledge and information</p> <p>You build and invest in relationships across The Trust</p> <p>You use awareness of how your own team fits within the wider organisation to find solutions</p>	<p>You translate The Trust's long-term vision and strategy into actionable plans & targets</p> <p>You take responsibility for making and implementing logical, data-based decisions</p> <p>You're flexible and responsive as priorities and requirements change</p> <p>You seek solutions and solve problems, empowering others to do the same</p>

THE WELFARE OF OUR YOUNG PEOPLE

The Prince's Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. As part of this commitment we undertake basic disclosure checks in accordance with the Codes

of Practice for all roles within the Trust, and for our roles working directly with young people, at an enhanced level. Having a criminal record will not automatically exclude applicants.