

JOB DESCRIPTION - HEAD OF COMMUNICATIONS



HIAL	✓
AMSL	
DAL	

1. JOB DETAILS

JOB HOLDER	VACANT
JOB TITLE	HEAD OF COMMUNICATIONS
REPORTS TO	MANAGING DIRECTOR

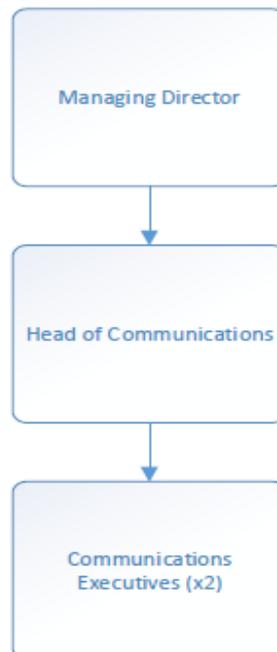
2. JOB PURPOSE

To develop HIALs communication strategy and to lead and deliver on specific campaigns whilst promoting the organisation.

To proactively advise and liaise with airport managers and other colleagues on key communications providing frameworks, resources and guidance.

To build and develop strong relationships with key stakeholders to add value to the strategic and operational objectives.

3. REPORTING STRUCTURE



4. DIMENSIONS

The Corporate Communications team is responsible for promoting the corporate strategy and for developing underpinning Communications strategy in support of the strategic objectives.

The Head of Communications reports to the Managing Director and is responsible for developing key messages on behalf of the Board and the Senior Management team.

The post holder is supported by a small Communication team comprising 2 part time Communication executives who are responsible for maintaining the staff intranet and web site. The post holder is responsible for the management of these individuals.

The post holder is responsible for oversight of external contracts for the website and public relations. Total value of £60k per annum.

5. MAIN ACCOUNTABILITIES OF THE POST

Undertake initiatives to improve the effectiveness of internal communication

Support organisational development initiatives embedding the organisational values in all work

Website

Further develop the website

Ensure the website is up to date with news and relevant content

Monitor the performance of the website utilising strategies to increase usage and impact

Social media

Maintain a dynamic and engaged presence on Facebook and twitter and develop a stronger presence on other social media channels

Keep up to date on social media trends and how these may impact on the company

Events

Support specific events to raise the profile and inform and influence key stakeholders

Projects

Work with members of the senior management team to support communication of key projects preparing long term strategies and responding to short term reactive issues

Human Resources

Manage a small team of 2 part-time Communications Executives to produce high quality work by providing mentoring, guidance and on the job training

Senior management team (SMT)

Work closely with all members of the SMT and support specific projects and initiatives

Work closely with the Head of Business Development ensuring synergy in communication messages

Consultation

Work with the senior management team in the submission of various documents to various consultations.

6. WORK CONTEXT

This post is based at Head office. The post will require travel across the HIAL area and to other locations across Scotland.

The post holder will require to be flexible in terms of availability to respond to emerging situations and may require to respond to out of hours situations in event of an emergency.

7. AUTONOMY AND DECISION-MAKING

The post holder is responsible for developing proactive and reactive Communication messages on behalf of HIAL.

The post holder is the most experienced individual in the organisation in relation to Communications and is expected to provide professional advice and guidance to the Board, Managing Director and SMT.

The post holder is responsible for developing relationships with external stakeholders and the media and for determining the appropriate level of information sharing that should take place.

In rapidly emerging situations that post holder may be required to make autonomous decisions about the type and amount of information to share.

The post holder is responsible for managing a budget and for ensuring contract performance with external providers.

The post holder is responsible for all people management decisions relating to their staff.

8. COMMUNICATIONS

This post is responsible for promoting effective communication both within and out with the organisation. The post holder is responsible for developing effective networks across all areas of HIALs business to promote what we do.

External

Transport Scotland and wider Scottish Government including MPs and MSPs to promote a wider understanding of HIAL with proactive communications

Local politicians to promote positive image of work undertaken by HIAL and respond to local issues and concerns

Local and national media

Support Airport managers with external communication with local stakeholders

Internal

To promote key communication messages on behalf of the Board and Managing Director

To assist members of the SMT with communication on key project and initiatives

The post holder works closely with the Head of Business Development to provide support with marketing and promotion of HIAL

To enhance internal communications supporting the Investors in people process and promotion of the company values

9. MAIN AREAS OF DIFFICULTY

Constantly refreshing the communication messages and maintaining a positive public image of HIAL

Providing a positive response when HIAL faces negative publicity

Developing and maintaining positive working relationships with external stakeholders and the media

Maintaining professionalism at all times when dealing with stakeholders

Providing an effective response to media in developing situations where there is a lack of clarity or the situation is constantly evolving

Supporting long term projects where there is a need to sustain engagement over an extended period and where long term milestones lack the clarity required for clear communication messages to be developed

Changes to political agenda which change the direction of the organisation and result in a change to communication strategy

10. KNOWLEDGE, SKILLS AND ATTRIBUTES REQUIRED

1. Educated to degree level
2. A professional qualification in a related subject
3. Strong oral, written and presentation communication skills
4. Experience in developing Communication strategy supporting plans and initiatives
5. Ability to produce high quality impactful content to short deadlines
6. Attention to detail and editing skills to meet high standards
7. Ability to develop productive relationships and establish and maintain networks
8. Sound political judgement
9. Ability to get results in a resource constrained environment
10. Experience of contract management

11. GENERAL STANDARDS

- As you'll be working in an airport environment, your commitment and attitude to safety and security is critical.
- Team working is crucial in this role so it's essential that you get along with others, appreciate differences and contribute to creating a positive working environment;
- A positive approach to your work is essential - you must be willing to assist your colleagues with a range of tasks as required and be able to take instruction;
- Our team members need to respond to changing and challenging situations, operational needs and developing priorities. A flexible and responsive approach is required to balance conflicting and changing pressures in the work environment in a respectful and constructive way;
- You must be able to interact and communicate with others changing your methods and mediums to fit the circumstance. You'll be able to make yourself understood in a clear and constructive manner;
- You must be open to new learning and development experiences and take ownership of your own learning and development in role and be willing to respond to new initiatives and changes in working practices;
- You are expected to conduct yourself with confidence and absolute integrity at all times;
- Your commitment to providing a strong focus on customer service is essential to maintain the high standards and professionalism of our service.

12. OUR VALUES

HIAL has a behavioural competency framework as we place **how** you do things is just as important as **what** you are doing. These are in line with our values, which are:

- Respect
- Open/Honesty
- Innovation
- Excellence
- Ownership

13. AGREEMENT

Job Holder's Signature

Date

Immediate Manager

Signature

Date

Title