



Job Description

1. JOB DETAILS

Job Title: Head of Public Affairs, Strategy and Communications

Location: Edinburgh, Bellshill, Inverness, Caithness or Irvine (Hybrid)

Team/Directorate: People, Culture, Strategy & Performance Team

Responsible To: Director of People, Culture, Strategy, and Performance

Responsible For: Insights, Performance & Projects Manager, Communication Officer, Communications Assistant

2. JOB PURPOSE

The Head of Public Affairs, Strategy and Communications will provide strategic and operational support to Director of People, Culture, Strategy, and Performance. The post holder will also work closely with the CEO on delivery of a highly effective public affairs strategy.

The role will have responsibility to develop and implement a comprehensive public affairs function within Cairn aligned to Strategic Objectives, Risk and customer priorities and will have a key role in scrutinising, articulating and acting as lead adviser to CEO and Executive Team on local and national policies and strategies relevant to success of our business.

The post holder will lead on the development and preparation of Cairn Business Plan and embed a high-performance culture, including innovative approach to tenant engagement and feedback.

The post holder will lead on the development of a robust inclusive communication strategy for both internal and external stakeholders setting out new and innovative ways to enhance engagement and manage the brand.

3. KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES

3.1

- Develop the Cairn business plan in-consultation with other key stakeholders to ensure direction of travel is cohesive and fits in with overriding strategic plans and in line with regulatory requirements.
- Provide strategic leadership for the effective development and delivery of an external political engagement programme, setting and pursuing clear objectives built on analysis and insight, supporting Cairn to achieve its objectives.
- Work with the CEO and Chair to build, improve and maintain relationships with key stakeholders to successfully influence public policy that impacts on our customers and business objectives.
- Establish and lead the public affairs function including monitoring the activities of Scottish Parliament and Westminster and other relevant bodies and preparing briefings for CEO, Executive Team and Board setting out alignment to Cairn strategy, risks or opportunities.
- Monitor and analyse legislative and policy developments, advising CEO and Executive Team on potential impacts.
- Establish and maintain relationships with government officials and policymakers, representing Cairn as required.
- Oversee advocacy campaigns to influence policy and regulatory outcomes.
- Manage external agencies, consultants and lobbying efforts as needed.
- Prepare consultation responses, in collaboration with service leads, for government, or regulator consultations to ensure consistency and accuracy, in line with Cairn values.
- Develop comprehensive strategies and engagement plans to ensure a positive perception of Cairn with key stakeholders.
- Collaborate with the Director of People, Culture, Strategy and Performance to design effective internal communication plans, ensuring high quality, timely and effective information.
- Develop a comprehensive communication and media strategy for Cairn that aligns with the wider business plan / strategy for both internal and external stakeholders.
- Collaborate with the Director of People, Culture, Strategy, and Performance and Insights, Performance and Projects Manager, to implement a robust Performance Management Framework embedding a culture that driving continuous improvement and excellence.
- Ensure the preparation and analysis of performance information, including preparation of quality Board reports, providing performance against KP's, analysis and benchmarking.

- Lead on the development of the Equality, Diversity and Inclusion Strategy, Action Plan and policies, ensuring compliance with relevant equalities and human rights legislation and ensure effective implementation across the organisation, raising the profile of EDI across Cairn.
- Lead on the design of a new approach to understand the rights and needs of different service users, including vulnerabilities, aspirations and behaviours. Prepare presentations and report, collaborating with colleagues on service design and adjustments.
- Collaborate with the Insights, Performance and Projects Manager on the development and implementation of a new Customer Insights Framework including a new modern and accessible approach to scrutiny, complaints and collecting, measuring and responding to customer feedback to drive business improvements and embed a culture of 'you said, we did'.
- Develop and manage stakeholder register and stakeholder engagement plan as well as enquiries from MSP/MP/Councillors to ensure engagement and support is at the right level.
- Lead on the Development of Strategic Project Management processes and systems, supporting and advising the Insights, Performance & Projects Manager.
- To undertake any other duties as reasonably required with the role.

3.2 Key Relationships – Internal & External

Executive Leadership Team
 Leadership Team
 Governing Bodies
 Professional bodies
 3rd Party Providers
 Scottish Government officers
 MSP's, MP's and Councillors
 Agencies
 Training Providers
 Other Industry Professionals

3.3 Health & Safety

- Ensure that Health and Safety guidelines and fire regulations are strictly adhered to.
- Promote and safeguard the welfare of children and young persons for those which there is direct responsibility as well as any children that come into contact.
- Comply with safe working practices as defined by Cairn.
- Complete online training as and when required.

- Take reasonable care for your own health and safety and that of others who may be affected by acts or omissions at work.
- Report any accidents, incidents or near misses as soon as reasonably practicable.

3.4 General

- Be aware of and adhere to Cairn policies at all times.
- Take part in progress/performance reviews throughout the year.
- Cooperate with other Cairn departments to achieve good outcomes for our residents, applicants, colleagues, and contractors.
- Attend training courses and complete online training modules as required to meet the requirements of the post.
- Take responsibility for own personal development, seeking out opportunities to learn new skills.
- Undertake any other duties as requested by management which are reasonably deemed to be within the scope of the role or necessary for the smooth running of the business.

3.5 Other

- Apply the Cairn values and behaviours to every aspect of the role at all times.
- Protect and enhance the interests and reputation of Cairn internally and externally.

Head of Strategy, Insights and Communications

Person Specification

CRITERIA	ESSENTIAL	DESIRABLE
Qualifications and specific training	Degree qualified or equivalent experience	
Experience	<p>Substantial experience of providing statistical analysis (data and insights)</p> <p>Experience of team management</p> <p>Demonstrable experience of working with government initiatives or with MPs/MSPs or councillors</p> <p>Significant experience of creating strategy that ties into business plans, and local government strategies.</p> <p>Substantial experience in public affairs and external communications</p> <p>Experience of creation or development of performance management framework/systems</p> <p>Experience of leading culture change programmes including continuous improvement</p> <p>Experience with EDI initiatives.</p>	Experience of developing a business plan
Knowledge	<p>Detailed understanding of public affairs and communications</p> <p>Understanding of the social housing sector</p> <p>Demonstrable understanding of local and national government; the political framework and processes and mechanics of creating new or amending legislation.</p> <p>Detailed understanding of data protection and confidentiality</p> <p>Understanding of effective ways to engage with customers in an inclusive and accessible way.</p>	Knowledge of Regulatory requirements, specifically Scottish Social Housing Charter

	<p>Detailed understanding of EDI</p> <p>Managing and Developing Organisation wide Project Management processes</p>	
Skills	<p>Highly developed communication skills, verbally and in writing</p> <p>Highly developed stakeholder engagement skills</p> <p>Developed problem skills</p> <p>Highly developed presentational skills</p> <p>Highly developed influencing skills</p> <p>Developed negotiation skills</p> <p>Highly developed interpersonal skills</p> <p>Developed management and leadership skills</p> <p>Developed IT skills, including Office 365 and CRM</p>	
Personal attributes	<p>Preparedness to undertake training and development, as required, particularly in relation to the introduction of new technologies</p> <p>Have an active commitment to own and others professional development</p> <p>Stay up to date with relevant changes in legislation.</p> <p>Demonstrates a commitment to equality, diversity, and inclusion, with the ability to initiate impactful policy and practice intervention</p> <p>Understanding and commitment to the company Vision and Values</p>	
Additional requirements	<p>Full Driving Licence and access to a vehicle.</p>	

Job Description and Person Specification Agreement:

The above job description is not exhaustive but an indication of the duties the post holder may undertake and will be subject to review.

Post Holders Signature:

Date:

Managers Signature:

Date: