



May 2019

**** THIS IS A RE-ADVERTISEMENT FOR THIS EXCITING NEW ROLE****

Application Pack for Senior Communications Consultant

Year 1: 30 days – fees negotiable up to £350/day £10,500 per year

Year 2: 45 days – fees negotiable up to £350/day £15,750 per year

Dear Applicant,

Thank you for your interest in applying for appointment as Senior Communications Consultant at JustRight Scotland (JRS).

If successful, you will design and lead the communications strategy for an exciting new project: *Rethinking Citizenship in Scotland*, which aims to explore policy, communications, and legal strategies to achieve a broad and inclusive vision of citizenship in Scotland.

You will develop a proactive communications strategy for *Rethinking Citizenship*, including building capacity to respond reactively to political developments. You will have the experience and contacts to build strong strategic relationships across the third sector, the private sector, the media, academia and local, regional and UK government. You will work closely with the Senior Policy and Public Affairs Consultant we are also currently recruiting for this role - under the direction of a JRS Director.

We are open to considering applications from suitably qualified candidates, willing to work on a self-employed basis, who would be interested in applying for both posts.

JRS is an innovative and developing legal charity. We are looking for a dynamic, proactive and conscientious team player who is enthusiastic about bringing significant communications expertise to our campaigns for social justice. This is an exciting new role with great scope to work creatively across a range of issues and to shape the communications agenda of a dynamic and independent charity from the very start.

This application pack contains the following information:

- About JustRight Scotland
- Description of Role
- Person Specification
- Application Form

Scotland's Legal Centre for Justice and Human Rights

JustRight Scotland is the trading name of JustRight Scotland LLP, a Limited Liability Partnership registered in Scotland (SO305962). We are also in the process of registering JustRight Scotland as a Scottish Charitable Incorporated Organisation (SCIO). Our Registered Office is: Suite 3/1, 3rd Floor, Forsyth House, 111 Union Street, Glasgow, G1 3TA.

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T ▶ 0141 406 5350
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W ▶ www.justrightscotland.org.uk
▶ @justrightscot

- Equality and Diversity Monitoring Form

The extended closing date for applications is midnight on Friday, 14 June 2019.

Interviews will take place on Monday, 24 June 2019 (please note this is a provisional date) at our Glasgow offices and candidates will be expected to complete an exercise pre-interview.

Please email completed applications to Jenny at jenny@justrightscotland.org.uk with the header PRIVATE AND CONFIDENTIAL or post them marked “private and confidential” to Jenny Cook, JustRight Scotland, Suite 3/1, 3rd Floor, Forsyth House, 111 Union Street, Glasgow, G1 3TA.

If you require to receive this information in a different format, or have any other questions about applying, please contact Jenny on 0141 406 5357.

Yours sincerely

Jen Ang
Director/Partner
JustRight Scotland

About JustRight Scotland

JustRight Scotland (JRS) is Scotland's legal centre for justice and human rights. Our experienced team of human rights lawyers collaborates with its partners to better improve human rights and social justice in Scotland and further afield.

We do this by providing legal services directly to individuals as well as policy, research and training activities. We operate **three centres of legal excellence**:

1. Our Scottish Refugee and Migrant Centre;
2. Scottish Women's Rights Centre; and
3. Anti-Trafficking and Exploitation Centre.

We have a policy, research and training hub, JustRight for All, which supports our wider awareness raising, legal education and influencing work. We have also recently announced that we will be launching a fourth centre this year: The Scottish Public Interest Litigation Centre.

We believe that in order to successfully engage with human rights and social justice, we must work with others and we strongly believe in the impact of teams and collaborations. We therefore bring our legal expertise to our partnerships in order to more effectively achieve common goals.

You can find further information about our vision, our values and our work on our website at www.justrightscotland.org.uk.

Description of Role

Title:	Senior Communications Consultant
Reports to:	Jen Ang, Director/Partner
Length of contract:	2 Years (30 days in Year 1, 45 days in Year 2, self-employed)
Total budget:	Up to £10,500 in Year 1 and up to £15,750 in Year 2
Location:	JRS Offices – Glasgow or Edinburgh, with travel around Scotland, if required

Purpose and Context:

You will become a key member of JustRight for All, our policy, research and training thinktank hub, leading the communications work for our *Rethinking Citizenship* project. You will be a key contact of the organisation for this aspect of our media relations and external communications and will build and maintain strategic media relationships for the organisation.

You will work closely with our Senior Policy and Public Affairs Consultant and our JRS Director for JustRight for All, to develop strategies to support *Rethinking Citizenship*, and employ your expertise to build campaigns across sectors, to influence policy, public perception and public discourse with the aim of broadening understanding of “citizenship” and “belonging” in Scotland.

This is a new role and you will be the first senior communications consultant to work with the JRS team. Through the *Rethinking Citizenship* project, you will also have the opportunity to work with the management, Board and other members of the JRS team to define and develop a strategic communications approach to how we use our limited resources creatively and collaboratively to achieve maximum impact.

Key Responsibilities:

SPECIFIC

- To create, plan and deliver a multi-channel communications strategy to support *Rethinking Citizenship*, which may include:
 - Conducting independent research, both desk-based and face-to-face with partners and stakeholders
 - Planning and organising consultation or stakeholder events to develop and test strategies
 - Delivering a written strategic report, annually, setting out recommendations, with evidence and analysis of risk
- To develop strong working relationships across the third sector, the media, academia and local, regional and UK government to implement these strategies. This could include:

- Serving as the nominated member of coalitions, networks, working groups, committees, etc.
- Building a network of communications professionals working on similar campaign goals
- Building and leveraging relationships with a range of key media outlets, across social media platforms and other communications channels
- To design, produce and disseminate materials (in digital and non-digital forms) to execute communications strategy, including: press releases, blog posts, briefings, factsheets, newsletters, videos, podcasts, social media campaigns, etc.
- To support the JRS Director in setting strategy for *Rethinking Citizenship* including campaign planning, objectives, delivery, communications and advocacy planning, monitoring impact and achievements and contributing to reports and evaluation work.

GENERAL

- To work independently but also collaboratively with other members of the JRS team and our partners and stakeholders as required
- To prioritise work effectively and ensure that work is completed professionally and to a high standard
- To ensure that an ethical, inclusive, human rights-based approach lies at the core of how you work and to represent the organisation publicly in the spirit of JRS values of *collaboration, social justice, inclusion, empowerment, and innovation*
- To conduct yourself in line with JRS policies and procedures, including our Equalities and Diversity Policy

Due to the nature of the role, the duties and responsibilities highlighted in this Description are indicative and may vary over time. You may be asked to undertake other duties and responsibilities relevant to the nature, level and scope of the role.

Person Specification

		Essential	Desirable
Knowledge & Qualifications	Educated to Degree level in Communications, journalism, public relations or associated relevant discipline, equivalent relevant professional qualification, or more than 5 years' experience in equivalent role	X	
	A detailed working knowledge of communications, marketing, PR, social media, and stakeholder engagement	X	
	Strong understanding of social, political and public discourse around migration, communities and inclusion, and/or equalities issues	X	
Skills and Experience	Excellent English communication skills, both written and verbal and ability to present information to a range of audiences in a clear, accurate and confident way to achieve desired outcomes	X	
	Experience of acting as organisational spokesperson	X	
	Experienced in managing digital platforms and creating engaging content to support campaigns	X	
	Experience of delivering strategic planning, delivery and project management of communications at a national level, including: <ul style="list-style-type: none"> • Creating and executing strategic media plans which deliver results • Producing high quality written work, including in digital form • Developing and managing own projects • Monitoring and evaluating impact • Proven ability to achieve impact or social change 	X	

	Ability to manage own time by being proactive and prioritising tasks and meeting competing deadlines	X	
	Ability to develop successful collaborative working relationships, internally and externally	X	
Qualities	Understanding, awareness of, and commitment to, the principles and practice of equal opportunities and diversity	X	