



JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title	Head of Policy and Communications
Accountable to	Chief Executive Officer
Salary	£54,890 – £58,383
Working Hours	35hrs per week
Term	Permanent, subject to continued funding
Based	Home-based, will require frequent travel to Glasgow
Area covered	Scotland
Special Conditions	Possible evening work National travel

About Scottish Drugs Forum:

Scottish Drugs Forum (SDF) is Scotland's national resource of expertise on drugs and drug use. Established in 1986, we are a membership-based charity working towards our **vision** of a Scotland free from drug-related health and social harm, through compassionate, inclusive, and evidence-informed policy and practice.

Our **mission** is to improve the country's response to drug-related issues through compassionate, inclusive, and evidence-informed policy and practice. We bring together people with lived and living experience, service providers, researchers, and decision-makers to create a more humane and effective approach to drugs - one that recognises dignity, reduces stigma, and saves lives.

About the Role:

The post holder will be responsible for the overall operation, leadership, management, and day to day running of SDF's communication activity and policy work. They will ensure a high-quality service to internal staff requiring communications support and external stakeholders, including SDF's membership, with policy and information needs. They will be responsible for driving the ongoing development of SDF's communications and policy work.

The postholder will:

- lead on SDF's policy and practice activity
- lead and manage SDF's communications including website, social media, membership communication, resource production
- manage SDF's proactive and reactive media work

Reports: The post holder will directly oversee the work of the Communications Team which incorporates the Content Creator and Editor and Peer Engagement Officer (peer magazine), our Communication and Design Officer and Communications Worker

The key tasks will be:

1. Business Development

- a. Lead and represent SDF communications and policy and practice activity within the current organisational strategy
- b. Develop and market SDF's resources, events and merchandise
- c. Negotiate, create, and maintain contacts with external partners with a focus on policy and practice, communications and marketing
- d. Measure the impact of activity against target outcomes
- e. Support and assist SDF's fundraising activity

2. Management and delivery of communications, policy and practice activity

- a. Manage all aspects of SDF's communications and policy and practice activity ensuring delivery of targets is within timelines and budgets
- b. Manage the day-to-day operational aspects of the programme, provide line management and clear direction and leadership for the Communications Team and encourage, motivate, and develop team members
- c. Fulfil and / or delegate to the Communications Team, as appropriate, elements of the communications work
- d. Develop links and liaise with internal colleagues with communication and information needs; and with external stakeholders, including members, on their information needs and consultation activity.
- e. Brief and consult with SDF staff, SDF members and wider stakeholders and develop, prepare and dispatch SDF responses to Government, local authority and other national and local consultations
- f. Lead discussions about the development of SDF's communications and policy activity and identify emerging policy development
- g. Promote SDF's policy and practice role and the wider work of SDF
- h. Maintain regular contact with internal stakeholders on policy and practice. Manage and co-ordinate the SDF Staff Policy Forum and co-ordinate the Multi-Agency Substance Use Policy Group.
- i. Develop the use of SDF's customer relationship management system (Beacon)
- j. Establish and maintain links with external organisations from related fields with a view to developing policy and identifying and describing good practice. This includes hosting and co-ordinating The Substance Use Policy Group
- k. Communicate with SDF members and wider stakeholders and establish and maintain the credibility of SDF as an information source – compile and edit SDF e:Bulletin; provide initial contact for all media enquiries; provide background briefings to the media; draft SDF's written media responses for the CEO. Prepare and distribute media releases. Provide briefings on policy and practice issues for members, MSPs, researchers, academics and other stakeholders.
- l. Develop and nurture relationships with external stakeholders including members, funders, commissioners, and delivery partners to identify and progress opportunities for collaborative working and partnership development which align with SDF's values and strategic priorities
- m. Contribute to the development of a programme of events – conferences, podcasts and webinars; co-host SDF's webinars and podcasts; provide on-day management and support to SDF's conferences.

- n. Liaise with Parliamentary authorities and the office of the Convenor of the Scottish Parliament Cross Party Group on Substance Use; fulfil the role of Secretary of the CPG on behalf of SDF
- o. Ensure appropriate development, implementation, monitoring, reporting, evaluation and revision of the SDF's communications, and policy and practice activity.
- p. Ensure all activities and materials meet with relevant organisational and statutory policies.
- q. Monitor and evaluate activity ensuring they operate to high standards.
- r. Generate income and manage costs, liaising with other managers and the Head of Finance.
- s. Ensure appropriate development, implementation, monitoring, evaluation, and revision of all programme activity.
- t. Compile regular progress reports for SG and any other relevant funders/stakeholders as required.
- u. Achieve required levels of income, by diversifying and growing funding streams and shaping future opportunities. Manage programme budget and spend
- v. Provide information; reports, funding bids and evaluations as required
- w. Maintain SDF's relationship with international agencies and organisations and support visits to Scotland by international visitors hosted by SDF or others

3. *Promotion of Scottish Drugs Forum*

- a. Represent SDF at meetings, on media and through input at events organised by SDF and other organisations
- b. Actively promote SDF's membership to key stakeholders.
- c. Maintain an up-to-date knowledge of policy agendas and key influencing priorities for SDF through active engagement with external agencies, stakeholders, and policy makers.
- d. Identify and produce material for inclusion in SDF's publications
- e. Provide material for inclusion in SDF's reports and e-bulletin.

Teamwork is a vital aspect to the success of SDF and all members of staff are expected to:

- Take part in regular team and inter-departmental meetings
- Integrate with the wider SDF team
- Provide support in relation to management issues across SDF
- Cover for absent staff where applicable.

Other tasks

1. Support the aims and objectives of the Scottish Drugs Forum and demonstrate understanding of, and active commitment to, the ethos and objectives of SDF. This will involve a partnership approach that supports communication, membership activities such as policy consultations, seminars, and internal working groups.
2. Adhere to all internal and external SDF policies, procedures, systems, and guidelines and to contribute constructively, as required to their ongoing development.
3. Maintain positive and constructive working relationships and work collaboratively with all members of your immediate team and the wider SDF team, to ensure that all staff are kept up to date with all relevant issues and developments.
4. Establish and maintain good external relationships with SDF stakeholders.
5. Actively participate in supervision, appraisals and team and All Staff meetings.
6. Identify and meeting continual professional development and training needs as part of an ongoing process to keep knowledge up to date and relevant.
7. Undertake other duties relevant to the post and on occasion wider duties pertinent to SDF's strategic objectives and appropriate to the seniority of the post.
8. Maintain confidentiality, as appropriate, with sensitive or privileged information, including day-to-day observance of Data Protection guidelines
9. Secure premises, including setting alarm, as necessary.
10. Have regard for your own personal health and safety and that of those around you.

This job description is intended to outline the current requirements of the post, it is not an exhaustive list, and it is recognised that jobs change and evolve over time. Post holders will be required to carry out any other duties to the equivalent level that are necessary to fulfil the purpose of the job, and to respond positively and flexibly to changing organisational needs.

See next Page for Person Specification

Person specific area		Level of requirement
A. Relevant experience	<ol style="list-style-type: none"> 1. Relevant knowledge and experience of working with marginalised groups including people who use substances 2. Experience of staff management 3. Experience within a relevant sector – voluntary sector, community education, health or social work. 4. Experience of working with senior managers from statutory, voluntary and private sectors. 5. Experience of working at management level. 6. Proven track record of successful project management. 7. Understanding of the framework in which local drug and alcohol services are provided including the roles of the voluntary and statutory sector. 8. Understanding of organisational and project budgeting. 9. Understanding of policy landscape; how policy is developed and how policy development can be influenced 10. Knowledge and understanding of the links between policy and the cause and prevention of drug use and drug-related harms 11. Knowledge of issues in practice in harm reduction, treatment and wider support services 12. A detailed understanding of the wider funding environment, the ability to identify funding opportunities, applying for and securing project funds. 13. Understanding, and experience, of research methodologies and reporting 	All Essential
B. Qualifications	<ol style="list-style-type: none"> 1. Educated to degree level and/or relevant professional/vocational qualification and/or relevant experience. 	Essential
C. Job related skills	<ol style="list-style-type: none"> 1. Strong leadership qualities 2. Project and personnel management skills. 3. High level of communication, interpersonal, leadership and presentation skills, including experience and proven track record of writing accurate and concise reports. 4. Ability to communicate ideas and information effectively to a wide range of stakeholders. 5. Excellent negotiation skills and an ability to handle sensitive issues professionally. 6. Evidence of ability to effectively engage diverse groups with different needs. 	All Essential

	<ul style="list-style-type: none"> 7. A high degree of initiative, resourcefulness, flexibility and a self-motivating approach to reach objectives. 8. Ability to manage time effectively. 9. Ability to work to organisational procedures and within deadlines. 10. Proficiency in using digital tools to support policy and communications work 11. Working knowledge of Microsoft Office, Teams, Outlook Express. 	
D. Personal attributes	<ul style="list-style-type: none"> 1. Evidence of key interpersonal skills such as active listening, cultural sensitivity, healthy working boundaries, non-judgemental and an ability to manage conflict. 2. Self-motivated 3. Shows a positive attitude and commitment, is dependable, organised and proactive. 4. Demonstrates commitment to ensuring equality of opportunity addressing promptly and correctly any instances of harassment, discrimination and racism. 	All Essential
E. Work circumstances	<ul style="list-style-type: none"> 1. Willingness to cover a wide geographical area. 2. Able to work effectively at home. 3. A current driving licence and use of a car. 	Essential Essential Desirable