



HISTORIC
ENVIRONMENT
SCOTLAND

ÀRAINNEACHD
EACHDRAIDHEIL
ALBA

Interim Head of Internal Communications

Starting Salary:

£47,978 pro rata per annum

Salary Range:

£47,978 - £54,519 pro rata per annum

Pay Band:

E

Directorate:

People

Location:

Longmore House,
Edinburgh, Hybrid working options

Line Manager:

Lindsey Ross – People Director

Contract Type:

Fixed Term Contract for 18 months

Working Hours:

Happy to explore both full-time (35 hours per week) and part-time options.

The post of Interim Head of Internal Communications with Historic Environment Scotland is a temporary appointment of 18 months with the potential to extend up to 2 years and is pensionable.

This role leads the Internal Communications function at Historic Environment Scotland, helping to bring the organisation together, raise employee engagement and creatively helping colleagues understand our strategy and their role within it.

About us

We are the lead body for Scotland's historic environment; a charity dedicated to the advancement of heritage, culture, education and environmental protection. We're at the forefront of researching and understanding the historic environment and addressing the impact of climate change on its future. We investigate and record architectural and archaeological sites and landscapes across Scotland and care for more than 300 properties of national importance. We have a People Strategy, which is an overarching strategy to ensure we support and develop staff within the organisation.

Our Vision

Our vision is that Scotland's historic environment is cherished, understood, shared and enjoyed with pride by everyone.

Our Priorities

- The historic environment makes a real difference to people's lives
- The historic environment is looked after, protected and managed for the generations to come.
- The historic environment makes a broader contribution to the economy of Scotland and it's people
- The historic environment inspires a creative and vibrant Scotland
- The historic environment is cared for and championed by a high performing

organisation.



Overview of the post and information about the team

As our Interim Head of Internal Communications, you will lead and enhance the internal communications capability of HES, with the purpose of bringing the organisation together, this role is pivotal in how we continue to build a diverse and inclusive culture that inspires colleagues.

The role holder will build strong and effective relationships across the Executive Leadership team, working in partnership to shape, deliver and evaluate our internal communications. By taking an insight-based, employee centric approach, they will be in tune to the pulse of the organisation, advising and designing how and when we communicate strategies and initiatives.

Acting as a strategic advisor to HES and the leadership team of the People Directorate, you will develop our internal communication function and People Strategy to engage and influence employees. You will have a passion for effective, prioritised communication plans that speak to the core of our organisational workforce, leading to a high performing culture where employees feel informed, connected and empowered.

Reporting to the People Director, this is a senior leadership role with responsibility for the overall direction, leadership and delivery of our HES internal communications strategy and team. The role holder will lead and inspire our team of 3 internal communications professionals. A core part of the role will be to coach and develop the existing team to allow for a smooth transition at the end of the interim period.

Key responsibilities, duties and objectives

Leadership

- Empower leaders to understand employee sentiment and communicate empathetically with their people, through using detailed, channel insight data to help enable them.
- Lead on the planning and management of internal colleague events, from conception through to completion and manage indirect teams where necessary.
- Plays a key leadership role as part of the wider People Directorate, actively contributing to the broader team agenda and People Plan as well as the design of our broader People Strategy and communications plan which underpins it.
- Ensure that inclusion and diversity are integrated into everything we do within Internal Communications, ensure People risk areas are effectively controlled and manage the Internal Communications budget, ensuring good governance and ensuring cost effective delivery.

Business Strategy Alignment

- Build a sense of personal connection in HES strategies and the progress that we make with a strong focus on the impact employees have on heritage.
- Understand the business and collaborate with the wider Corporate Communications team, ensuring that both the internal and external messages and timings are aligned.



- Develop an Internal Communications Strategy for HES and lead a review of our communications channels to maximise engagement for all HES colleagues.

Culture and employee value proposition

- Work with the People Team to implement communication tactics and content that influence individual behaviour to foster a culture built on our behaviours, demonstrating why the organisation is a great place to work.
- Lead on the development of all internal communication channels, driven by a need to continually improve. Ensure we are utilising engaging and diverse mediums, to tell our stories.
- Adapt and contextualise communications and messages for a range of employees and audiences, ensuring our communications are accessible to all.

Change Delivery

- Create communications that contribute to strengthening employee commitment and capability to deliver and embed change.
- Manage the flow of internal communications, prioritising key communications and ensuring that all content is relevant and engaging.

Capability Building

- Lead and develop a high-performing team, building individual skills and team capabilities, stakeholder management and leadership to embed the partnering model.
- Lead and inspire the Internal Communications team, providing support, direction setting the vision and objectives to colleagues.
- Act as point of escalation to the Internal Communications team on complex queries.
- Ensure the right framework and support is in place to deliver a strategic partner consultancy service to senior stakeholders across the business, working with them to align key messages, as well as advising and influencing on employee engagement.
- Build a network across the business and be able to influence business leaders on their communications.

Problem solving and responding to challenge

- When things don't go to plan, work closely with senior leaders as part of the management response, focused on the role of engaging all employees.
- Ensure Internal Communications risk areas are effectively managed, including resourcing, absence, equalities and safeguarding.
- Manage the internal communications budget, ensuring good governance cost effective delivery.



Post Competencies

You will be assessed against these competencies during our selection process.

Core Competencies:

- Delivering excellent Service – Demonstrating a commitment to quality services
- Teamwork - Contributing to and supporting working together
- Planning and Organising - Putting plans and resources in place to achieve results
- Communication - Communicating appropriately and clearly
- Knowledge & Expertise - Applying and developing knowledge and expertise to achieve results - (See below for specific criteria)

Management Competencies:

- Achieving results - Focusing on the delivery of objectives
- Leading a Team/Project/Task – Focusing on leading a Team/Project/Task or developing people.

Leadership Competencies:

- Strategic vision - Keeping an eye on the bigger picture and looking ahead

Knowledge, skills and experience

You will be required to demonstrate that you meet the requirements and qualifications below as part of the selection process.

Essential requirements:

- This role operates at a strategic level and requires the ability to build strong relationships with senior stakeholders and is able to be hands on in delivery when needed.
- Experience of leading internal communication teams and employee events within a multi-disciplinary organisation
- Experience of coaching and developing communications colleagues, with a particular focus on strategic capabilities
- Proven experience in dealing with, influencing and coaching senior leaders on internal communications delivery
- Exceptional verbal, writing and editing skills, particularly addressing different audiences in different disciplines
- An exceptional influencer who is able to build and maintain collaborative relationships.
- Ability to drive positive change
- Be able to prioritise and thrive in a fast-paced environment
- A passion for improving employee experience, and keeping employees connected and informed
- Specific knowledge of online and offline communication channels and tools



HISTORIC
ENVIRONMENT
SCOTLAND

ÀRAINNEACHD
EACHDRAIDHEIL
ALBA

- Extensive experience which enables them to use communication to help solve organisational problems and achieve organisational objectives
- Experience of writing engaging content, prioritisation of output and a knowledge of the latest contemporary communication trends
- Knowledge or experience of communication strategies to engage with a geographically spread workforce, in both digital and non-digital media
- Proven ability to design communication plans which consider inclusion and accessibility in all tactics
- Demonstrated ability to challenge, build credibility and work collaboratively and with integrity at all levels with the organisation
- Strong leadership skills, with a proven track record of leading people.
- Experience of managing change, including experience of Organisational Design review and implementation.
- Effective planning and project management skills
- Experience working with detailed, analytical data

Qualifications & Professional Memberships:

Member of Institute of Internal Communications (IoIC) – Desirable



What we offer

We welcome applications from all nationalities, ensuring that they have the right to work in the UK and applying for a job with us could open the door to a unique work environment. It could also give you job satisfaction and excellent development opportunities, plus a competitive salary, equivalent of 25 days paid holidays (rising to 30 days after 3 years' service) and 11.5 public holidays a year – pro rata for part time staff.

In addition we offer a great benefits package to our employees which includes:

- flexible working hours (where appropriate)
- special leave
- maternity/paternity leave
- adoption leave
- reimbursement for relevant professional subscriptions
- support for further education and personal development
- study leave for work related courses
- access to a learning resource centre

Health and welfare

We offer you access to:

- our Employee Assistance Programme – for confidential advice and counselling
- an occupational sick pay scheme
- discounts at some local authority leisure facilities
- interest free loans for bicycles and annual travel passes (see 'season ticket' below)
- reasonable adjustments when needed, as part of our Equalities policy

Staff discounts

You will receive:

- free entry to all of our properties (with up to three guests)
- free entry to English Heritage, Manx and Cadw properties
- 20% off purchases in our retail outlets

Season tickets

You can receive an advance to help with the cost of buying an annual season ticket for travel between home and work. The advance is then repaid from your salary over the life of the season ticket. Available to all permanent and fixed-term staff.



HISTORIC
ENVIRONMENT
SCOTLAND

ÀRAINNEACHD
EACHDRAIDHEIL
ALBA

How to apply for this post

You can apply on-line by visiting our website at <https://applications.historicenvironment.scot/>

We are looking for you to complete a statement of competence looking at the essential and desirable requirements of this role. Guidance on completing a statement of competence can be found in the 'Recruitment Guidance' document, also available at the above website, which we recommend that you read, in conjunction with this Job Description.

Your application must arrive by the advertised closing date. Please note that when applying online, we will only be able to see your application once you fully submit it.

If you are unable to complete an online application form, please email recruit@hes.scot, quoting the job title and recruitment reference, and we will arrange for an application form to be sent to you.

Please note that, as we operate an electronic recruitment system, we will contact you via the email address that you provide in your application to inform you of the outcome of your application.

For further information about the post, please contact Lindsey Ross, People Director via email on lindsey.ross@hes.scot.

We welcome all applicants from under-represented groups within HES. We know from our [equality monitoring](#) that we need to increase our diversity in terms of ethnicity and disability. We also want to address occupational areas where the ratio is disproportionately in favour of women or men. We ask all applicants to complete the Equality Monitoring section of the recruitment paperwork to help us pursue a diverse and inclusive workforce. In support of our Gaelic language plan we welcome applications from Gaelic speakers.

Human Resources
Historic Environment Scotland