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## 1. Welcome Note from Janet Haugh, Chief Executive

Thank you very much for your interest in becoming our new Head of Communications.

We have been at the forefront of supporting marginalised people and communities since 1824, working alongside children, young people, adults and families across Scotland to further our mission of supporting positive change in people's lives.

Although we are a long-established organisation, our focus is very much on the future. We have ambitious plans to continue to grow our mission as we look forward to our bicentenary in 2024 and beyond.

I joined Ypeople in January this year, shortly after our new Chair of the Board of Trustees was appointed and just before Covid-19 hit. We are delighted that almost all our services have continued to be delivered during the lockdown and proud that our staff, volunteers and the people we support have adapted and supported one another as everyone adjusts to our changing environment.

Our values have shone ever more brightly during this time. Our respect and compassion for the people we support and our colleagues has been at the forefront of our Covid-19 response, whilst we have also taken time to reflect and learn from these exceptional circumstances. This has resulted in us agreeing an aspirational new plan for the next 18 months, to ensure we not only recover from the impact of Covid-19, but that we thrive and we continue to invest in our services, people and processes, allowing us to lead with confidence and integrity. The creation of the Head of Communications role is a key part of that plan.

As our new Head of Communications, you will provide strategic direction to raise the profile and promote the work of Ypeople. Leading directing and implementing proactive communications and marketing strategies you will ensure Ypeople, its mission, vision, values and services are consistently presented with a strong positive image to relevant stakeholders.

If you would relish the opportunity to join an ambitious and values based organisation focused on supporting positive change in people's lives, we would love to hear from you.



**Janet Haugh**  
Chief Executive, Ypeople

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Respect



Integrity



Compassion



Aspirational



Reflective

## 2. The Organisation

Ypeople has been supporting positive change in people's lives since 1824 and has worked with generations of young people, families, and those in need across Scotland.

Understanding that we all have unique journeys through life Ypeople puts the experiences of those they support first and firmly believe that listening and working alongside those with lived experience is the best way to deliver the most effective strategies. They also know how vitally important it is to offer a platform to those who so often have their experiences marginalised.

Ypeople's mission is to support positive change in people's lives and they currently deliver services across Scotland, including Glasgow, Edinburgh, Fife, South Lanarkshire, East Dunbartonshire, Orkney and the Scottish Highlands. Each of these areas are unique, as is the support provided in them which takes many forms including; mentoring and counselling, tenancy support and housing advice, supported accommodation, and after school care.

Ypeople's five core values are at the heart of everything they do. Being guided by these values means that positivity, respect, best practice, and celebrating diversity is central to everything they achieve.

- **Respect** – We treat everyone fairly and value diversity
- **Integrity** – We are honest, professional and our actions are guided by best practice
- **Compassion** – We understand people's life journey and show kindness to everyone
- **Aspirational** – We strive to be the best for our staff, service users and partners
- **Reflective** – We learn and adapt, embrace change and celebrate success

More information can be found at: <https://www.ypeople.org.uk/>

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## 3. The Role

Joining Ypeople in this newly created role you will have responsibility for successfully leading, directing & implementing proactive communications and marketing strategies that directly support the expansion of high quality, efficient and effective services focused on Ypeople's mission and the people they serve.

As a key member of the Leadership Team, you will develop organisational strategies, plans, budgets and provide counsel and advice on all matters related to marketing, communications and reputation.

NB: As an organisation Ypeople embrace agile working and whilst their headquarters are in Glasgow, there is not a requirement that the successful candidate would need to be based full time in Glasgow.

**Key priorities include:**

- Providing strategic direction to raise the profile and promote the work of Ypeople and secure new opportunities for sustained organisational growth
- Ensuring that Ypeople, its mission, vision, values and services are consistently presented with a strong positive image to relevant stakeholders, both internally and externally
- Maximising opportunities to engage, learn and share experiences of the people we support to improve people's understanding of our services
- Ongoing monitoring and measurement of the effectiveness of all communication activities through the development of a system of critical review and appraisal to improve future marketing strategies
- Contribute, as a member of the Leadership team, to the development and delivery of the organisational strategy

**Responsibilities include:**

- Drive engagement and lead on the development, planning and delivery of an effective and proactive communications strategy that supports the delivery of desired strategic outcomes that meet the needs of the people and communities Ypeople serve
- Generate and implement all communications and engagement activities, including Press and PR activity, all print communications, digital communications and activities relating to stakeholder relationship management and supporter engagement
- Inform, influence and drive organizational strategy from a communications perspective and translate this into effective communications marketing plans that contribute to the achievement of business goals, financial objectives and organisational performance
- Lead the development of standards, governance processes and performance metrics for the communications function, to deliver value across the organisation
- Manage communications to the staff stakeholder group and ensure they are aware of all charity developments and updates, paying special attention to those staff based outside of the Head Office ensuring they feel both informed and engaged.
- Lead the development of organisational brand and guidelines for its use, whilst ensuring compliance with all legal & regulatory obligations
- Oversee the development and implementation of effective systems of stakeholder communication to ensure transparency and accountability
- Leading by example, providing strategic and operational leadership to the Communications Officer fostering a culture of innovation and continuous improvement
- Manage relationship with external communications consultant ensuring effective and tangible outcomes and ultimately value for money for Ypeople
- Develop and maintain both effective and strong partnerships with external agencies
- Take a strategic view of communications methods, messages and priorities across Ypeople regularly briefing relevant colleagues (including the Chair, Chief Executive and Leadership team) on internal and external developments, opportunities and risks



Respect



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Reflective

- Keep up to date on best practice within the charity sector generally and particularly changes to communications innovation, legislation and codes of practice
- Develop positive, respectful and compassionate relationships with staff, volunteers and the people Ypeople support, focusing on their strengths and aspirations as individuals
- Actively promote buy-in to the mission, vision and values of Ypeople and the work the organisation does
- Support the Chief Executive and Leadership colleagues in the continued engagement and involvement of staff and volunteers
- Working with the CEO and Leadership team you will:
  - Support the continued engagement and involvement of staff and volunteers
  - Identify opportunities for growth utilising intelligence gleaned from a strong external presence, assess viability and adapting as required before wider application

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#### 4. Preferred Candidate Background

A highly visible leader and continuous promoter of Ypeople values, you will bring a proven track record in developing and delivering effective communication campaigns and raising awareness of an organisation's public profile. An accomplished communicator the successful candidate will have instant credibility when engaging with both internal and external stakeholders.

#### Skills and Experience

- Strong practical understanding of the communications 'toolbox' including digital, content development, brand, internal communications, PR and media relations
- Relevant experience of developing and implementing innovative communications strategies and projects, across a range of both traditional and digital platforms, coupled with the ability to translate these into actions and activities
- Demonstrable experience of promoting an organisation through effective media relations, including pro-active campaigns and reactive reputation management
- Strong line management experience and leadership qualities in terms of motivating and inspiring team members to perform at their best
- Demonstrable ability to monitor and assess marketing and media strategy and activities success/failure against key business objectives
- Knowledge and experience of managing brand positioning and messaging for an organisation
- Successful partnership working, specifically the ability to effectively engage with and manage relationships with a wide range of stakeholders
- Strong project management skills, including the ability to prioritise tasks, develop clear plans and managing scarce resources to tight deadlines
- Experience of managing third party delivery partners is desirable but not essential



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## Personal Attributes

- Solution orientated, self motivated and results driven
- Open, supportive and visible management style
- Excellent communication, mentoring and coaching skills
- Highest standards of professional integrity with colleagues and other professionals
- A pragmatic problem solver with intellectual flexibility and agility to move easily between significant details and the bigger picture
- A strong ethos to succeed and a belief that difficult challenges can be solved
- Cultural sensitivity with an ability to work well with a diverse range of people
- Demonstrable commitment to Ypeople's mission and values

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## 5. Remuneration

Salary: £50,000 – £55,000

Pension: Stakeholder Pension Scheme

Holidays: 30 days holiday (including public holidays) rising to 40 days per year in the second year

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## 6. The Recruitment Process

For more information, interested candidates should contact Douglas Adam, Head of Public and Not for Profit Practice, at Livingston James on 0131 220 2209.

Interested candidates should provide a tailored CV and covering letter, explaining your motivation for applying, to [douglasadam@livingstonjames.com](mailto:douglasadam@livingstonjames.com)



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