



Livingston James



Chest
Heart &
Stroke
Scotland



Position Profile

Head of Communications &
Marketing



Welcome Note.....	3
The Organisation	4
The Role.....	6
Preferred Candidate Background	8
Remuneration & Recruitment Process.....	9





Many thanks for your interest in joining Chest Heart and Stroke Scotland (CHSS).

Right now, one in five of Scotland's population is living with a chest, heart or stroke condition or Long Covid. Too many are struggling alone, frightened about the future and we're determined to change that.

Nobody in Scotland should have to face their health journey on their own. CHSS is Scotland's largest health charity offering care and support to people living with chest, heart and stroke conditions and Long Covid. We aim to deliver a community where people with our conditions can support each other, secure the expert help they need, and advocate for the care that matters to them.

To support delivery of our strategy we are looking to recruit a Head of Communications and Marketing who is an influential strategic leader responsible for ensuring delivery of innovative and creative communication and marketing efforts, to enhance our brand, reputation and engagement with our identified audiences.

You will be our brand guardian, providing expert guidance and supporting colleagues, to ensure our brand and messaging are applied consistently across all activities.

We believe that every person with our conditions should have access to quality, supported self-management and community recovery and our current strategy for 2023 - 2028 outlines how we will deliver this.

We employ almost 300 staff and benefit from the support of thousands of volunteers across Scotland. Our turnover in financial year 2023 - 2024 was £13.5m. We are ambitious in our aims but confident that with our dedicated teams of staff and volunteers we can achieve them.

Everyone who works for CHSS plays a vital part in helping people with our conditions live their lives to the full and get the support they need. If you share our passion and are looking for a rewarding, exciting opportunity which allows you to make a difference every day, we would be delighted if you considered joining CHSS to help us work toward a future where everyone in Scotland can live life to the fullest.



Paul Okroj, Director External Engagement & Service Development



Chest Heart & Stroke Scotland (CHSS) is Scotland's largest health charity working to help people with chest, heart and stroke conditions live life to the full.

People with these conditions need and want to know how to manage them day to day and live as well as they can. Experiencing a life-changing event like a heart attack or stroke, or being diagnosed with a chest or heart condition or Long Covid, can mean that people are scared and alone. Many people do not know where to turn. Nobody in Scotland should have to face their health journey on their own. We will deliver a community where people with our conditions can support each other, secure the expert help they need, and advocate for the care that matters to them.

Our Vision: Welcome to a Scotland where people with our conditions can live their lives well. Full lives, with the right support, at the right time, and in the right place.

A PLACE WHERE YOU CAN SHAPE YOUR FUTURE AND LIVE THE LIFE YOU WANT TO LEAD

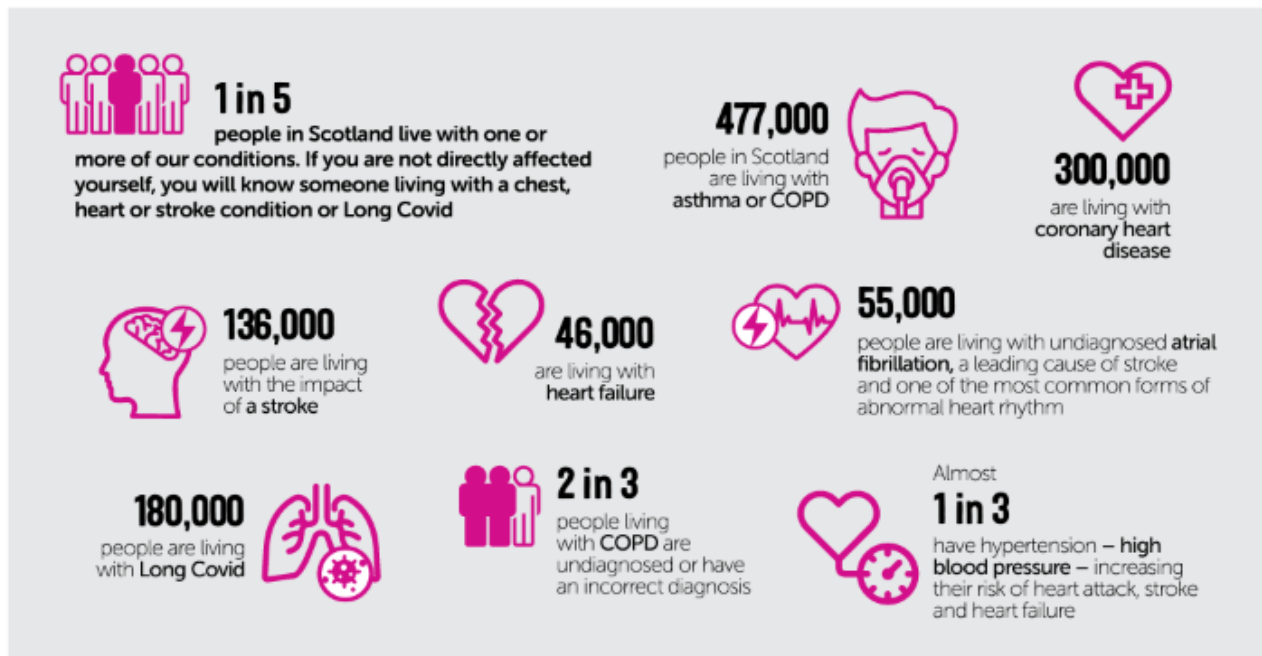
Our Mission: Every person with our conditions should have access to quality supported self-management and community recovery. We will deliver an approach to this that is designed by people with our conditions and puts what matters to them at the heart of everything we do. We will work to develop the partnerships that will enable this to be available across Scotland.

WHOEVER YOU ARE, WHEREVER YOU ARE





Reasons Why? Our Families, Friends, & Communities



We believe there should be No Life Half Lived in Scotland.

We have **five core values** that have steered us through some challenging times, and provided a framework through which to see our behaviours and take decisions about the next right step. They hold true now more than ever:





Title:	Head of Communications & Marketing
Reports to:	Director External Engagement & Service Development
Location:	Hobart House, 80 Hanover Street, Edinburgh, EH2 1EL

NB: CHSS supports agile working, with this role requiring at least two days a week in the Edinburgh office but offering flexibility in work schedules.

As Head of Communications and Marketing, you will be a dynamic strategic leader responsible for driving innovative and impactful communication and marketing initiatives. Your role will be pivotal in strengthening the CHSS brand, enhancing our reputation, and fostering meaningful engagement with our diverse audiences including service users, volunteers, supporters to healthcare professionals and the wider public.

Whether through impactful storytelling, creative campaigns or evidence-based marketing you will enable our key stakeholders to connect and utilise our services when they need it most.

To have a positive impact in the role, you will:

- Provide strategic leadership and operational management to the Communication & Marketing Team fostering a supportive and high-performing culture that encourages creativity, innovation and cross-functional collaboration within the team
- Ensure the communications and marketing strategy is fit for purpose and aligns with CHSS's organisational objectives, focusing on increasing awareness, engagement, and income generation
- Collaborate with teams across Income Generation, External Engagement, Volunteering, and Services to elevate marketing and communication strategies, bringing expertise in digital marketing, internal communications, and media to develop compelling, audience-focused messaging and campaigns that resonate with target audiences
- Develop and implement audience segmentation techniques and analytics to enhance brand marketing efforts, ensuring that content and campaigns are strategically adapted to resonate with diverse demographics and maximise reach
- Drive the development of compelling content, including case studies, press releases, blog posts, and multimedia, to tell impactful stories of people affected by chest, heart, and stroke conditions
- Develop and implement an internal communications strategy that fosters colleague engagement aligned with our current No Life Half Lived strategy and objectives, creating a strong emotional and practical connection
- As a brand guardian, uphold brand guidelines to ensure consistent representation across all platforms, proactively manage reputational risks and develop strategies to protect and strengthen CHSS's reputation



Duties and Responsibilities:

- Provide line management and support across the Communication & Marketing team (including Content, Policy and Campaigns, Web and Digital, Design, Press, and Social Media – 7 FTE), ensuring collaborative planning and maximising impact
- Foster a culture of creativity, accountability and ownership by setting clear expectations, empowering team members, and motivating colleagues to achieve both personal objectives and team KPIs
- Continuously evaluate and optimise communications and marketing activities promoting industry best practice and identifying opportunities for continuous improvement and personal development across the team
- Oversee the full lifecycle of communication and marketing campaigns, from initial concept through to in-depth evaluation, ensuring each aligns with key performance indicators and key strategic priorities
- Lead impactful marketing, brand, and communication initiatives, leveraging diverse channels to engage target audiences and measure success against KPIs
- Build and maintain strong relationships with media outlets and influencers, manage media interactions as a trusted source, and monitor and report on media coverage and communication outcomes
- Engage effectively with external stakeholders to showcase the value and impact of CHSS, using the External Engagement Toolkit and CHSS standards to enhance reach, align with strategic goals, and ensure positive, mission-driven interactions
- Ensure Volunteers, who have a vital role in the delivery of the 'No Life Half Lived' strategy, have positive, meaningful experiences, whilst also promoting volunteer opportunities to stakeholders, and directly supporting volunteer recruitment campaigns and feedback initiatives
- Lead cross-functional and oversee project and campaign budgets, ensuring external suppliers adhere to procurement guidelines, are well-briefed, and deliver on time and within budget
- As a member of the Organisational Delivery Group, ensure the Marketing & Communications function directly supports the achievement of key strategic priorities and operational plans
- Work collaboratively with the Senior Leadership team to shape strategic communications and marketing plans grounded in data, market insights, and long-term organisational goals whilst also effectively guiding reputation management, media strategy, and crisis communication to uphold and enhance CHSS's positive profile



You will be an experienced, 'hands-on' and impact-focused marketer with a proactive and solutions-oriented mindset and a proven track record in the planning, delivery and management of integrated marketing and communications campaigns to raise the awareness of an organisation and support messaging to a variety of diverse audiences.

Skills & Experience:

- Experience in managing a multi-disciplinary communications team to deliver results
- Extensive experience in supporting the development and delivery of multi-channel communications strategies
- Relevant experience in brand building, including developing brand strategies, managing brand reputation, and ensuring consistent messaging across all channels
- Excellent attention to detail and an eye for creative quality
- Direct involvement in the development of audience-led propositions and campaigns, using qualitative and quantitative audience research and insights
- The ability to use data and insights to inform strategies, set KPIs, and measure performance
- A track record in managing media relations with experience acting as a spokesperson beneficial
- The ability to balance competing priorities and successfully manage challenging situations through working collaboratively
- Strong project management and priority-setting skills
- The ability to develop and maintain effective relationships with a diverse range of internal and external stakeholders
- Excellent communicator, with high-level persuasion skills to influence staff, stakeholders and / or important external bodies or opinion formers
- A commitment to constant learning and improvement, and to embedding diversity, equity and inclusion





Remuneration:

This is a fantastic and rewarding opportunity to join an organisation allowing you to make a difference daily. In return, the successful candidate will receive:

- A competitive salary of circa £50,000
- Flexible working – Full-time working week is 32.5 hours
- 36 days Holiday (increasing by one day per year of complete service up to 42 days)
- Group Personal Pension (5% Employer Contribution)
- Immediate access to a range of health and wellbeing support services, as well as Permanent Health Insurance after 12 months of services

The Recruitment Process:

- The recruitment for this position is being managed by our advising consultants, Livingston James
- Livingston James will conduct initial conversations before discussing candidates with Chest Heart and Stroke Scotland
- Interested candidates should provide a tailored CV and covering letter, outlining their interest and suitability, to rachelsim@livingstonjames.com

Chest Heart and Stroke Scotland is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status or pregnancy and maternity.