

Building homes,  
independence  
and aspirations



# Job Profile

Job Title	Communications Manager - Scotland		
Reports to (job title)	Director of Scotland		
Job Reference No.	HOMEJD1231	Date of issue:	March 2026

## The job in a nutshell...

You lead the management of Home Group Scotland’s brand and reputation. You guide and deliver clear and trusted communications across Scotland. You give the Director of Scotland strong advice and insight, and you make sure our messages are simple, accurate and well timed. You also oversee our Community Connector work so our customers can influence what we do and shape stronger local communities.

## What success will look like...

Home Group Scotland’s brand and reputation stay strong and stable because of your work. Our messages are clear, fair and easy to understand. You manage media interest with confidence so stories land well and risks are handled quickly and calmly.

National and local media are well informed because you keep trusted relationships in place. Journalists and partners know they can rely on you for accurate and helpful information. Positive stories are shared widely and any issues are managed with care.

The Director of Scotland makes well informed decisions because you give them clear advice and well researched briefings. You spot risks early, explain them in simple terms, and offer practical ways forward. Insight is shared at the right time so leaders always have a clear picture.

Customer insight is gathered, understood and used to guide improvement. This insight shapes our plans and helps us meet expectations from customers, regulators and partners. Feedback is shared in ways that influence decisions without adding noise.

Home Group Scotland stays aware of changes in policy and the wider sector because you keep a close watch on what is happening. You highlight trends and challenges in good time and show how they may affect our work. This helps us plan better and speak with confidence on issues that matter.

Our work with partners grows because you build helpful and open relationships. You spot where joint action or funding could add value and you bring the right people together. Ideas turn into real opportunities because you keep conversations focused and practical.

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Our Community Connector work runs smoothly and delivers strong results. Customers feel heard and included, and communities feel more connected. External funding, support and community benefits are brought in because of your direction and clear plans.

Internal teams work well together because you pull people into the right conversations at the right time. You make sure information is shared, risks are understood and activity is joined up. This helps everyone give a consistent and professional experience to customers, partners and regulators.

You'll already have these **brilliant** skills, qualifications and knowledge...

<b>Transferable Skills.</b>	<b>Technical qualifications, experience and knowledge.</b>
<p><b>We are intuitively collaborative</b></p> <ul style="list-style-type: none"> <li>• Work with others as part of one Home Group team</li> <li>• Shout about our achievements both within and outside of Home Group to help people realise the breadth of what we do</li> <li>• Be brave, communicate and collaborate with people beyond your usual team</li> </ul>	<p><b>Communications expertise</b></p> <ul style="list-style-type: none"> <li>• Able to shape clear and accurate messages for different audiences</li> <li>• Able to plan and deliver successful PR and influencing activity</li> <li>• Able to make sound decisions when dealing with sensitive or urgent issues</li> </ul>
<p><b>We are great influencers</b></p> <ul style="list-style-type: none"> <li>• Understand our strategy and customers and able to articulate the benefits of change</li> <li>• Build rapport and develop relationships.</li> <li>• Adapt your style to meet the needs of others</li> </ul>	<p><b>Media and stakeholder insight</b></p> <ul style="list-style-type: none"> <li>• Skilled at building trust with journalists, partners and elected members</li> <li>• Confident working with complex or sensitive topics</li> <li>• Able to brief senior leaders in simple, practical and well evidenced ways</li> </ul>
<p><b>We know how the world works and our place in it</b></p> <ul style="list-style-type: none"> <li>• Take ownership for understanding the external influences on Home Group and what our competitors and doing.</li> <li>• We work in partnerships with our customers to shape future services, amplifying their voices.</li> </ul>	<p><b>Research and political awareness</b></p> <ul style="list-style-type: none"> <li>• Strong understanding of policy and external trends</li> <li>• Able to horizon scan and explain risks and opportunities</li> <li>• Able to gather and use insight to guide decisions and improvement</li> </ul>

We'd also love you to have, or be **brilliant** at... (but don't worry if not)

Experience working in the Scottish social housing sector  
 Knowledge of Scottish housing regulation and customer involvement expectations  
 Experience securing external funding or community investment

Experience working with third sector partners or community groups

### We're all **accountable** for..

Health and Safety of our ourselves and others; put simply this includes taking the time to complete all learning, understanding your role-specific responsibilities, working with reasonable care and taking steps to address and report problems related to Health and Safety.

Taking a proactive approach to your learning and development to be the best you can be. This includes understanding and keeping up to date with all our relevant policies and processes as well as taking advantage of all the learning opportunities and resources available to you ... they're there for a reason but don't worry, we'll help keep you informed along the way.

Promoting equality, diversity and inclusion as a top priority at Home Group; leading by example in your actions and demonstrating our Brilliant People behaviours.

Keeping things compliant! You'll have role-specific and organisational goals but it's important you take these seriously and keep people and information secure and safe within the scope of doing your bit here at Home Group.

Comfortable operating in a modern digital workplace, including using digital tools to work collaboratively and productively.

### Other **important** stuff..

Budget Holder	No <input type="checkbox"/>	Yes <input checked="" type="checkbox"/> Budget value up to £	<input type="text" value="20k"/>	
Manages People	No <input type="checkbox"/>	Yes <input checked="" type="checkbox"/> Direct reports circa	<input type="text" value="1"/>	
Travel	Occasional <input checked="" type="checkbox"/>	Regular <input type="checkbox"/>	Frequent <input type="checkbox"/>	Driving essential <input type="checkbox"/>
DBS	None <input type="checkbox"/>	Basic <input type="checkbox"/>	Standard <input type="checkbox"/>	Enhanced with barring <input type="checkbox"/>

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