

Policy and Communications Manager

Hours: Full time, part-time and flexible working patterns will be considered.

Location: Hybrid.

Salary: £41,860 - £45,700

Reports to: Chief Executive

Closing Date: 11th April 2025

Role overview

An exciting opportunity has arisen for a candidate with the right experience who is looking to use their policy and communication skills to support the development of Scotland's higher education sector.

The Carnegie Trust for the Universities of Scotland was established in 1901 with the purpose of supporting access to and driving improvement of higher education in Scotland. We provide funding for individuals who face financial barriers through grant schemes and undertake projects and partnerships which bring independent insights, evidence and debate to aid policy development.

Having embarked on a strategic review of our priorities and activities last year, the Trust is now developing a refreshed Strategic Plan for 2026-31, with a renewed focus on enhancing our impact, reach and relevance in today's landscape and to champion and drive equality of opportunity and outcome in Scotland's higher education system.

This post has been created to support the development and delivery of an emerging portfolio of strategic projects, and to lead on aspects of the Trust's communications; ensuring outcomes are shared with relevant parties and building relationships and partnerships to grow awareness of the Trust and its work.

You will join a small team of four staff and will report directly to, and work closely with, the Chief Executive. The post has no direct line management responsibility, but the potential may emerge as our work develops. The Trust operates from an office in Dunfermline, however, the team works remotely and flexibly.

If you share our passion for ensuring equitable access to higher education and advancing thinking and debates on the future of post-school education in Scotland, then we'd love to hear from you.

Key duties and responsibilities

Policy Insights and Projects (50%)

- Support the CEO in overseeing the Trust's portfolio of strategic projects, leading on aspects of project management, reporting and engagement
- Working within the sector, scope new projects that will fill gaps in knowledge and evidence relevant to the delivery of the Trust's goals, and draft project plans and business cases.
- Working with the Chief Executive, key stakeholders and project partners, identify key learning and the key policy messages from projects to feed into communications strategies.

- Maintain up to date knowledge and awareness of post-school education policy including key subjects such as higher education funding and widening access, identifying opportunities for policy actions and gaps to drive change within the sector
- Build a good understanding of the public policy environment and its current and potential implications for the Trust, including relevant activity in the Scottish Parliament

Communications and Engagement (50%)

- Develop and coordinate the Trust's communications activity including oversight of website and social media accounts.
- Liaise internally with the Trust's staff, alumni and external project partners to identify and generate stories, news and communications material
- Develop and maintain a network of strategic relationships with key external individuals and organisations enabling the Trust to develop partnerships, gain intelligence and communicate outcomes
- Take the lead on planning and managing events organised by the charity such as receptions, seminars, round table meetings and / or other events designed to promote the work of the Trust.
- Ensure the Trust Team and Board are kept involved and updated on communications and partnerships activity and are clearly tasked and briefed in terms of their role and activity in support of communications.
- Where relevant, brief and manage external suppliers to provide material and services needed for the successful delivery of the Trust's communications activity.

Person Specification

Essential criteria

1. Strong track record of leading on the development and delivery of projects to fill gaps in knowledge, inspire debate and provide evidence for policy development
2. Excellent communication, influencing and analytical skills with an ability to use evidence to increase impact and generate interest
3. Ability to design and deliver effective communications strategies to support project outcomes and objectives
4. Experience of establishing and leading cross-sector partnerships and working collaboratively towards shared outcomes
5. Ability to represent the Trust externally - generating increased interest and awareness of our work within the post-school education sector
6. Experience of working as part of a small team, ideally within the charity or public sector, with flexibility to adapt to changing business needs and priorities.
7. Good writing skills with experience generating content for websites and social media
8. Commitment to the Trust's purpose and values

Desirable criteria

1. Awareness and understanding of key issues currently affecting the higher education sector in Scotland including widening access and student support
2. Knowledge of the Scottish media and experience of working with the press

How to apply

You should apply by sending a copy of your CV to admin@carnegie-trust.org accompanied by a supporting statement explaining how your experience meets the essential and desirable criteria for the role, and your motivation for applying for the post.

Your supporting statement can be provided in either of the following formats:

- In writing, on no more than two sides of A4.
- In video format, no more than 3 minutes in length.

Applications should be received by 5pm on 11th April. Interviews will be held in the w/c 28th April.