

ONE REN

POST TITLE:	Communications Manager	POST ID:	
DEPARTMENT:	Business Development	GRADE:	7
SECTION:	Marketing	LOCATION:	Hybrid
REPORTING TO:	Head of Marketing & Communications		
LINE MANAGEMENT OF:	Marketing Executive		

JOB PURPOSE

The Communications Manager is a pivotal senior role responsible for shaping and leading OneRen's communication strategy. This position acts as the primary steward of the OneRen brand, ensuring its integrity and consistent application across all internal and external touchpoints. The postholder is tasked with elevating the organisation's public profile, fostering a strong reputation, and directly contributing to strategic business objectives, including income generation and public awareness of OneRen's charitable mission.

A core function of this position is to lead all public relations and media relations activities. This includes proactively building relationships with media, developing compelling content, and securing positive coverage that drives engagement and supports organisational goals. The Manager will also be the central figure in all crisis communications, acting as a key point of contact to protect the organisation's reputation and manage public messaging during challenging situations. The role demands a data-driven approach, where the Manager tracks performance, analyses outcomes, and reports on the effectiveness of all communication initiatives to senior leadership.

The Communications Manager is a strategic leader who ensures that OneRen's story is told with clarity, consistency, and impact.

KEY DUTIES & RESPONSIBILITIES

1. Implement and maintain OneRen's comprehensive brand guidelines, including tone of voice, visual identity, and messaging frameworks, ensuring alignment with the organisation's strategic communications objectives.
2. Ensure consistent and effective application of the OneRen brand across all internal and external communications, marketing materials, digital platforms, and physical touchpoints.

3. Provide training, guidance, and ongoing support to venue staff and other OneRen employees to foster consistent and effective brand communications and usage.
4. Proactively build and maintain strong, positive relationships with key media contacts, journalists, and influencers at local, regional, and national levels.
5. Develop and distribute compelling press releases, media kits, feature articles, and other PR materials for new exhibitions, events, programmes, and organisational achievements.
6. Secure positive and widespread media coverage to enhance OneRen's public profile, drive interest, and increase visitation and engagement.
7. Manage all incoming media inquiries, facilitate interviews, and prepare spokespeople as required, ensuring key messages are consistently delivered.
8. Monitor media coverage, track PR effectiveness, and provide regular reports on outcomes, utilising data and analytics to measure the effectiveness of communication strategies and campaigns, providing actionable insights and regular performance reports to senior management.
9. Design and execute effective internal communication strategies and channels to ensure all staff are informed, engaged, and aligned with OneRen's mission, values, and strategic priorities.
10. Empower employees to act as effective brand ambassadors through clear, consistent communication and engagement initiatives.
11. Develop, implement, and regularly review comprehensive crisis communication plans and protocols to protect OneRen's reputation.
12. Act as a key point of contact during crisis situations, managing internal and external communications swiftly and effectively to mitigate potential negative impacts, particularly on income.
13. Collaborate with all relevant colleagues, e.g. Marketing & Campaigns Manager, Strategic Commercial & Major Events Manager etc. to develop clear, consistent, and impactful key messages for all campaigns, initiatives, and organisational communications.
14. Ensure all messaging effectively supports income generation objectives and strategic priorities.
15. Develop and implement targeted PR strategies and key messaging specifically designed to position OneRen as a leading charitable organisation.
16. Build public awareness and support for OneRen's charitable mission to inspire engagement, encourage donations, and foster broader community support.
17. Manage relationships with external PR agencies, media monitoring tools, or ad-hoc PR support as required for specific, high-profile campaigns or specialized communications needs.

18. Oversee the work carried out by the Marketing Executive ensuring they have the relevant knowledge, skills and understanding to undertake the role to assist in the delivery of the Business Development objectives.
19. Promote the health and safety of employees at work and of service users through the implementation of the company's policy on health, safety and welfare at work and Service Health and Safety arrangements in accordance with all relevant statutory requirements, leading by example.
20. Ensure that all activities for which the post holder is responsible are delivered in accordance with the OneRen's Equality and Diversity Policies and the statutory and general and specific Equality Duties.
21. Participate at Team meetings as scheduled in accordance with the remit and status of the post.
22. Ensure that the OneRen's Customer Service Standards are followed in all dealings with those served.
23. Uphold the organisational values of Integrity, Excellence, Creativity and Fairness.
 - Integrity – We value honesty and high ethical standards in how we work within and out with our organisation: we are passionate in our determination to always do the right thing.
 - Creativity – We are innovative and flexible in responding to local needs; in meeting challenges, we are creative thinkers, with a consistent focus on outcomes.
 - Fairness – We focus on inclusion to ensure we deliver for everyone across our community; we are caring and kind to each other and in the way we support the community.
 - Excellence – We will work collaboratively in pursuit of our community's shared goals; in everything we do, we aim to deliver a quality experience and actively champion high standards.

Where necessary, as directed by the Head of Marketing and Communications, undertake other related marketing department duties and responsibilities as required..

PERSON SPECIFICATION

Factors	Essential	Desirable	Method of Assessment
EDUCATION	<ul style="list-style-type: none"> A degree or equivalent qualification in Marketing, Communications, Public Relations, Journalism, or a related field, or equivalent professional experience. 	<ul style="list-style-type: none"> Experience working within a multi-venue or complex organisational structure, particularly within the arts, culture, leisure, or public sector. 	Qualification
RELEVANT	<ul style="list-style-type: none"> Proven experience 	<ul style="list-style-type: none"> Knowledge of the local 	Application,

EXPERIENCE	<p>(minimum 3–5 years) in a similar brand, communications, or public relations management role.</p> <ul style="list-style-type: none"> • Understanding of the charitable sector and proven experience in communicating charitable impact and inspiring support. 	<p>media landscape in Renfrewshire and wider Scotland.</p> <ul style="list-style-type: none"> • Experience with digital marketing and social media strategies as they relate to brand enhancement and communications. 	Interview
SPECIAL KNOWLEDGE & SKILLS	<ul style="list-style-type: none"> • Strong track record in media relations, including drafting compelling press releases, securing positive media coverage, and effectively managing media inquiries. • Demonstrable experience in developing and implementing successful brand strategies and comprehensive brand guidelines. • Experience in developing and executing effective internal communication strategies across an organisation. • Demonstrable experience in crisis communications planning and execution. • Proficiency in using various communication and PR tools/platforms. • Strategic thinker with a proactive, solution-oriented approach to challenges. 	<ul style="list-style-type: none"> • Familiarity with media monitoring and analytics tools to measure communication effectiveness. • Experience in a role directly supporting fundraising or income generation through strategic communications. 	Application, Interview
PERSONAL FEATURES/ QUALITIES	<ul style="list-style-type: none"> • Exceptional written and verbal communication skills, with a keen eye for detail and the ability to craft compelling, accurate, and audience-appropriate narratives. 		Application, Interview

	<ul style="list-style-type: none"> • Ability to develop clear, concise, and impactful key messages that support strategic and income-generating objectives. • Strong interpersonal skills with the ability to build and maintain effective relationships with diverse stakeholders, including media, internal teams, external partners, and the public. • Highly organised, with the ability to manage multiple projects simultaneously, prioritise effectively, and consistently meet deadlines. 		
MANAGEMENT COMPETENCES	<ul style="list-style-type: none"> • Ability to provide clear vision and direction for communication initiatives, aligning them with the organisation's strategic goals and charitable mission. • Proven ability to lead, motivate, and guide both direct reports and cross-functional teams to ensure consistent brand application and message delivery. • Capability to effectively manage and implement organisational changes related to brand guidelines, communication protocols, and new initiatives. • Ability to make sound, timely decisions, especially during high-pressure situations like a crisis, while considering all relevant information 	<ul style="list-style-type: none"> • Project management certification or demonstrable experience in leading communication projects. 	

	<p>and potential impacts.</p> <ul style="list-style-type: none"> • Skill in overseeing and managing external relationships with PR agencies, media monitoring tools, and other vendors to ensure effective use of resources and alignment with strategic goals. 		
OTHER			

Approved by:	Gordon Morrison	Date:	12 th September 2025
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