

## Role Profile | Communication Lead

**Location:** Aberdeen/Remote      **Status:** Full time  
**Salary:** Starting at £42k      **Reporting:** Communication Director

### The opportunity

Reporting to the Managing Director, the Communication Lead will have a proven track record in strategic communication with extensive client management and team leadership experience, strong commercial understanding and first-rate project management skills. You'll contribute to the strategic direction and growth of Aspect.

You'll devise and deliver high-quality, outcome-focused campaigns and programmes aligned to our clients' business strategies. Building and maintaining excellent client relationships, you'll become a trusted advisor to a range of clients in all aspects of communication, external affairs, marketing and issues management.

You will develop and grow existing client accounts, while identifying and targeting new clients across a range of sectors, making a strong contribution to Aspect's profitable growth. To recognise and financially reward your contribution to the company's growth, you'll be eligible for the Aspect Bonus Scheme.

You'll recruit, lead and develop Aspect teams to deliver exceptional results for clients, working in partnership with colleagues on integrated campaigns and projects. You'll also develop and manage a team of talented associates and partners working within the broader Aspect associate network.

The Communication Lead will research, develop and produce high quality proposals and pitch presentations to secure exciting projects from new and existing clients. You'll be in your element when successfully managing and delivering multiple projects, using your influencing and leadership skills to motivate and inspire those around you.

### Aspect: The Strategic Communication Experts

Aspect was founded with a single goal: to create a unique platform to deliver expert strategic communication consultancy for ambitious clients. We see the bigger picture to help our clients realise their goals. Companies, governments, academics and charities trust our advice. We help them communicate with purpose and precision. We help them engage, influence, and inspire. We help them change, lead and succeed. Strategic communication creating strategic advantage. What can you bring to our team?

## Why Aspect?

We're strategic communication experts. Our talented core team and global network of experienced associates and partners provide tailored advice, creative solutions and targeted campaigns that propel our clients onwards and upwards to future success. We've all held senior in-house communication roles, so we see things from our clients' perspective. We don't just come up with great ideas and strategies, we get our sleeves rolled up and deliver them.

## Our values

### **We're brave**

We thrive on tackling big challenges and helping our clients succeed.

### **We're dynamic**

Our expertise constantly evolves to ensure we always offer the best advice.

### **We're passionate**

We care about our clients and take pride in the work that we do for them.

### **We're honest**

We always say what we think based on evidence and knowledge.

### **We're collaborative**

We enjoy working with like-minded people to achieve great results together.

## Our culture

We're a passionate and professional team who thrive in complex, issue-rich environments. We combine extensive in-house experience with external consultancy expertise to deliver objective strategic communication advice and solutions in even the most challenging situations. We trust and support each other to deliver great work. We believe in helping our people grow and develop – personally and professionally. We work hard and have fun doing what we enjoy. Are you Aspect?

## The role

- Work with the MD on the development and delivery of Aspect's strategy
- Lead the creation and execution of high quality strategic communication activities
- Attract and retain profitable clients in line with agreed business targets
- Prepare profitable quotes for project and manage delivery on time and on budget
- Introduce processes, systems and ways of working to support day-to-day delivery
- Monitor competitors' offerings and identify and capitalise on new opportunities
- Produce high-quality proposals and pitches to secure new business
- Lead, manage and develop multi-disciplinary teams
- Curate, nurture and manage a team of talented associates
- Create strong relationships with clients, colleagues and associates
- Put in place systems and processes to monitor, measure and report performance
- Stay ahead of the curve on the latest communication and marketing trends

## Your experience and character

- Strong track record in a similar role either in consultancy or in house
- Relevant communication or marketing qualification, preferably to degree level
- Have excellent written and verbal communication skills
- Strong team player, inspiring the people you work with to deliver great results
- Excellent planning and project management skills
- Consultancy mindset with the ability to work at a fast pace and to deadlines
- Great interpersonal skills and the ability to build strong client relationships
- Ability to manage and advise colleagues working within an integrated team
- Enjoy working in a forward thinking, fast-paced environment
- Relish the challenge of shaping and growing an exciting new business
- Interested in the issues that are shaping the external environment
- Strong media relations skills and understand what makes a news story
- Understand how digital marketing and social media drives reputation value
- Proven track record successfully leading and managing teams

## Your qualities

- Strategic thinker
- Talented writer
- Great planner
- Structured and organised
- Delivery focused
- Measured and calm under pressure
- Real attention to detail
- Excellent communicator
- Able to juggle multiple priorities
- Engaging and fun
- Commercially minded
- Curious
- Confident
- Collaborative

## Our benefits

- 29 days' holiday each year
- Your birthday off
- Christmas party
- £500 recruitment incentive
- Internal & external training
- Professional qualifications
- Mentorship programme
- Appraisal programme
- Apple iPhone, MacBook, Thunderbolt Display
- Enhanced maternity, adoption paternity pay
- Additional days' holiday for each years' service\*
- Cycle to Work S
- 4pm Friday finishes Jun, Jul, and Aug
- 4pm Friday finishes on payday Sept to May
- Half day in December for Christmas shopping
- Full day for charity activity each year

\* An additional days' holiday for every year of service up to a maximum of five days' holiday after 5 years' service