

## Strategic Communication Lead

Aberdeen / Hybrid | £44,000 – £65,000 + Bonus

**Do you want to develop and lead strategic communication programmes for ambitious clients across complex issues-rich sectors, identifying and winning new business opportunities to support Aspect's profitable growth?**

Aspect: The Strategic Communication Experts, is looking for an experienced, creative and client-focused practitioner with strong energy and corporate communications experience to join the company's extended leadership team as Strategic Communication Lead.

Reporting to and working closely with Leona Minellas, Communication Director, you'll devise and deliver high-quality, outcome-focused campaigns and programmes to help our clients deliver their business strategies and make an impact on stakeholders, communities and industry. You'll combine a proven track record of the basics with a passion and curiosity for the bigger picture that we operate in.

With demonstrable credentials in strategic communication, extensive client management and leadership experience, strong commercial understanding and first-rate project management skills, you'll be a trusted advisor providing high value counsel to clients in all aspects of communication. You'll need to work across PR and media relations, external affairs, social, thought leadership campaigns and issues management.

You'll have the freedom to develop and grow existing client accounts, while identifying and targeting new clients across a range of sectors. You'll also be required to prepare high quality proposals and deliver and winning pitches to support Aspect's profitable growth.

### About 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 roll up our sleeves and deliver.

We're a passionate and professional team that thrives in complex, issue-rich environments. We combine our 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.

## **The role**

- Work closely with Leona Minellas, Communication Director, to create, lead and deliver strategic communication programmes for ambitious clients across a range of complex, issues-rich sectors
- Develop a deep understanding of our clients' strategic priorities, the markets and geographies in which they operate and compete, and provide everything from trusted advice to senior leaders to tactical, hands-on delivery.
- Able to develop and deliver activities using a variety of communication channels, from creating an integrated communications plan for the launch of a government-backed strategy one day, and then working with one of our talented associates to storyboard an animation the next day
- Recruit, develop and lead a high-performing team, defining individual priorities and personal development plans aligned to Aspect's strategy and our commitment to our team
- Mentor and develop members of your own team and the wider company, positioning yourself as a source of knowledge, guidance and support
- As a member of our Extended Leadership Team, contribute to Aspect's strategic direction, helping to shape the continuous improvement and development of the business, our teams and the way we work
- Identify and capitalise on growth opportunities with existing and new clients, leading the development and delivery of successful proposals and pitches that support Aspect's profitable growth
- Lead, inspire and collaborate with colleagues across Aspect and our trusted associates to design and deliver integrated campaigns that achieve tangible benefits and measurable results for our clients
- Proactively monitor and assess the external environment in order to provide the best insights and analysis to our clients, and identify new opportunities for Aspect
- Protect and build on our reputation for delivering a high-quality client experience, being fully responsible for client service, budget and resources, including planning, resource allocation, team and associate management

## **Your experience and character**

- 10+ years' strategic corporate communication, consultancy or agency experience is an advantage
- Experience of developing and delivering integrated communications campaigns
- Experience of multiple sectors – energy, infrastructure, professional services and technology
- Excellent writing, oral and presentation skills and experience of leading and winning new business pitches
- Strong analytical skills and an ability to apply critical thinking
- Ability to think strategically on your feet and see the bigger picture with the skills to deliver tactically
- Strong interpersonal skills with the ability to build trust and develop relationships with both clients and colleagues
- Practical experience, unafraid to roll up your sleeves to affect real change, innovation and growth
- Unafraid to challenge and be challenged
- Committed to being part of a close knit team on a fast growth journey with all the opportunities, and challenges, that come as part of that experience

## Your qualities

- Strategic thinker
- Resilient
- First-rate judgment
- Structured and organised
- Delivery focused
- Measured and calm under pressure
- Real attention to detail
- Approachable
- Responsive
- Persuasive
- Excellent communicator
- Able to juggle multiple priorities
- Engaging and fun
- Commercially minded
- Curious
- Confident
- Collaborative
- Adaptable

## What we offer

- 29 days' holiday each year
- Your birthday off
- Christmas party
- £500 recruitment incentive
- Internal & external training
- Professional qualifications
- Mentorship programme
- Appraisal programme
- iPhone, MacBook, Thunderbolt Display
- Enhanced maternity, paternity and adoption pay
- Additional days' holiday for each year's service ^
- Cycle to Work scheme
- 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

^ Up to a maximum of five years

## Application Process



To apply for this role, please send your CV or LinkedIn profile to [brian.creegan@aspectreputation.com](mailto:brian.creegan@aspectreputation.com)

We anticipate the interview process will comprise two stages - an initial screening interview with our talent acquisition team, followed by a formal meeting with the senior leadership team at our Aberdeen HQ.