



Your journey. Your way.



Our story

We are **Penumbra Mental Health**, a pioneering charity providing dedicated services for people with mild to serious and enduring mental ill health.

We support people on their journey to better mental health, by working with each person to find their own way forward. The power of people's lived experience enables us to deliver pioneering services which transform lives.

From being there for people in crisis to suicide prevention, supported living to self-harm management and peer support. We are with those we support every step of their journey to a better place. People's experiences are at the centre of everything that we do. **We champion peer workers**; they know that recovery is possible, because they've been there too.

Of course, **everyone's journey is different**, so we work with people to identify, believe in, and reach their goals, whatever they may be. Often, it's about hope, but we know that's not always easy for people to hold on to. And so, when times are tough, we hold it for them, keeping it safe - just until the time is right.

You see, Penumbra has always been about people; listening and learning, challenging, encouraging and enabling. It's why we're trusted to provide services across Scotland, supporting thousands of people every month, because when people need us, we're there.

Our vision is that people live with positive mental wellbeing and can easily access the best support when they need it.

Our mission is to provide exceptional mental health and wellbeing support and activities, guided by people's own lived experience, their recovery journeys and their hopes and aspirations.

We live and breathe our values

- 🌀 Compassion: we will listen and respond with hope, kindness and respect
- 🌀 Courage: we will do the right thing, standing up for people, their rights, wellbeing and recovery
- 🌀 Curiosity: we will explore, reflect, learn and adapt to create solutions that are best for people's wellbeing
- 🌀 Collaboration: we will work with those who share our vision and values

penumbra.org.uk

✉ enquiries@penumbra.org.uk ☎ 0131 475 2380



Head Office | Norton Park | 57 Albion Road | Edinburgh | EH7 5QY

Penumbra is a charity (SC 010387) and a company limited by guarantee (SC 091542) registered in Scotland.

A pioneering charity supporting people on their journey to better mental health



With every conversation, you have the potential to spark real change for people

Jamie



12,649

The number of people we supported in 2022/23

579

Colleagues working across Scotland



26%

Of our colleagues are employed in peer support roles

92%

Of our colleagues feel proud to work for Penumbra

77

Services across



23

Health and Social Care Partnership areas



95%

Of people said that Penumbra had a positive impact on their lives

93%

Of people we asked agreed Penumbra treats people with respect and compassion

92%

Of our partners say our teams recognise equality and diversity

Welcome

Want to spark real change?

First of all, thank you for being interested in joining the Penumbra Mental Health team. We pride ourselves on being a great place to work where colleagues have space to grow and thrive. And we're always looking for kind people like you who share our values and who want to spark real change.

Maybe you're looking for a career where you can use your lived and living experience to support others on their journey (did you know 26% of our colleagues are employed in peer roles?).

Whatever your career or life experience, you're in the right place if you want to make a difference and build your working life around meaningful connections with people who will inspire you every single day. Our promise to you? We can offer you a salary above the living wage, a tonne of employee benefits, and space to grow your skills and qualifications in a supportive and creative team. Don't just take our word for it, click on the images below to hear from our colleagues, Jamie, Martin, Nick and Jodi.

We know that applying for a new role can be daunting. That's why we encourage applications from everyone even if you're not sure if you meet all the person specifications. What's important to us are your values, kindness, willingness to learn, and your passion for quality mental health support.

We hope you find everything you need in this application pack. If you have any questions, you might want to check out our [careers page](#) where you'll find some FAQs and interview tips.



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Advertisement

Communications Manager (Internal & External Engagement)

Location: Edinburgh – Hybrid Working

Salary: £37,945 - £40,896 per annum (dependant on experience)

Full time (37.5 Hours p/w) – Permanent

If you are looking for a rewarding career and to work within an epic team that will help you grow and thrive, then you have come to the right place. Working with Penumbra, you can start your day knowing what you do really does make a difference!

Penumbra Mental Health is one of Scotland's leading mental health charities, providing innovative services and support to improve the lives of people experiencing mental health challenges. Our work is grounded in a rights-based approach, empowering individuals on their recovery journey. As we continue to grow and increase our impact, we are seeking an experienced and passionate Communications Manager to lead our communications efforts, enhance our visibility, and ensure our message reaches the individuals and communities that need us most.

The Communications Manager will be responsible for developing and delivering a comprehensive communications strategy that promotes Penumbra's services, raises awareness of mental health issues, and supports our advocacy and fundraising goals. You will manage both internal communications and external engagement, ensuring a unified and compelling voice across all platforms and with key stakeholders. Working closely with the Senior Management Group you will lead on media relations, digital content, campaign management, and brand stewardship, while overseeing a small team of communications colleagues.

As a mental health charity, we really value the wellbeing of our staff. That's why we want you to know that you'll be joining a friendly team, who will give you a supportive environment to help you thrive in your role, including all the training you need to feel confident and equipped.

We can offer you a tonne of employee benefits, and we can promise you'll be inspired by some pretty amazing humans every single day. We will support you on your own career path; developing new skills, accessing formal and informal learning experiences and providing opportunities to put your continual progress into practice.

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Job Description

Communications Manager (Internal & External Engagement)

Service:	Communications Team
Responsible to:	Director of Business Development
Salary:	£37,945 - £40,896 per annum (dependant on experience)
Working hours:	37.5 hours per week
Location:	Edinburgh – Hybrid Working
Closing:	Monday 28 th October 7pm
Interview:	Friday 8 th November

Job summary:

The Communications Manager will develop and deliver a comprehensive communications strategy, managing both internal communications and external engagement, ensuring a unified voice across all platforms. The role will also oversee the Communications Team.

Main duties and responsibilities

Communications Strategy and Leadership

- ✎ Make an impactful and distinct contribution to increasing the publics and commissioners' knowledge of Penumbra, in respect of mental health.
- ✎ Provide leadership and management in how Penumbra convey' s key messages and supports stakeholders (including people with diverse lived experience) to engage in action.
- ✎ Regularly carry out a comprehensive stakeholder mapping to ensure Penumbra continues to engage with key audiences purposefully and in ways that support delivery of our services and programme's.
- ✎ Develop and implement an integrated communications strategy that reflects Penumbra's vision, mission, and values.
- ✎ Ensure the strategy supports Penumbra's strategic goals, including service promotion, policy influence, fundraising, and brand awareness.
- ✎ Collaborate with senior management to align communications with organisational priorities and measure the impact of communications efforts.

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- ✧ Provide leadership and management to the communications team, fostering a collaborative and creative work environment.

Internal Communications

- ✧ Working in partnership with the Director of People and Culture lead on internal communications to ensure all Penumbra staff are informed, motivated, and aligned with the Penumbra's goals.
- ✧ Support the CEO and Senior Management Group in communicating important updates to staff across the organisation.
- ✧ Develop and manage internal communication channels to enhance transparency, staff engagement, and organisational culture.

Brand Management and Storytelling

- ✧ Maintain and strengthen Penumbra's brand identity, ensuring all communications are consistent with our values and resonate with our key audiences.
- ✧ Develop and oversee brand guidelines, ensuring all internal and external materials are on-brand and adhere to the highest standards of quality.
- ✧ Source and share powerful stories from service users, staff, and volunteers, using personal experiences to demonstrate the impact of Penumbra's work and humanise mental health issues.

Media and Public Relations

- ✧ Act as Penumbra's lead for media relations, securing press coverage and responding to media enquiries in a timely, professional manner.
- ✧ Draft and distribute press releases, statements, and opinion pieces that showcase Penumbra's expertise and impact on mental health in Scotland.
- ✧ Develop relationships with key journalists, mental health advocates, and influencers to increase Penumbra's profile.
- ✧ Manage proactive and reactive media communications, ensuring consistency in messaging and accuracy in representation.

Campaign and Advocacy Communications

- ✧ Work closely with Penumbra's Senior Management Group to develop communications that support Penumbra's advocacy efforts, highlighting key issues affecting mental health in Scotland.
- ✧ Lead on the creation and delivery of public-facing campaigns to raise awareness of mental health challenges and reduce stigma, including high-profile events like Mental Health Awareness Week.
- ✧ Develop communications that engage and mobilise our supporters, service users, and the wider public to take action on mental health issues.

Digital and Social Media Management

- ✧ Oversee Penumbra's digital presence, including the management of social media accounts, website, and email marketing.
- ✧ Lead the communications team to create engaging content that reflects Penumbra's values and showcases our services and campaigns.
- ✧ Develop and implement a digital strategy that grows our online community and increases engagement, particularly around key campaigns and awareness events.

- Monitor digital analytics to assess the effectiveness of online communications, using data insights to improve future content and strategies.

Event and Campaign Support

- Work closely with the Fundraising team to develop communication plans that promote fundraising events and campaigns.
- Ensure that all event marketing materials effectively engage donors and participants.

Crisis Communications

- Work with the CEO/Senior Management Group and lead on crisis communications to ensure a well-prepared and coordinated response to reputational risks or challenges.
- Develop and maintain a crisis communications plan to safeguard Penumbra's reputation in the event of unexpected media scrutiny.

Stakeholder Engagement

- Build and nurture relationships with key stakeholders, including funders, policymakers, partner organisations, and corporate sponsors, ensuring that communications effectively engage and influence them.
- Collaborate with internal teams to ensure alignment between service delivery, fundraising, and communications goals.

Person specification

Qualifications	Essential <ul style="list-style-type: none"> Undergraduate degree or equivalent experience.
Knowledge and Experience	Essential <ul style="list-style-type: none"> Proven experience in a senior communications role, preferably within the charity, mental health, or health sectors. Demonstrable experience developing and delivering multi-channel communications strategies that drive engagement and raise awareness. Excellent writing and editing skills, with the ability to produce high-quality, persuasive content for a variety of audiences. Strong understanding of the media landscape in Scotland. Experience in managing digital platforms, including social media, websites, and email marketing. Leadership experience, with the ability to manage a team and foster a collaborative and creative working environment. Experience in delivering campaigns that support fundraising, advocacy, or service promotion. A passion for mental health advocacy and a deep understanding of the challenges facing supported people and communities affected by mental health issues.

	<p>Desirable</p> <ul style="list-style-type: none"> • Knowledge of the Scottish mental health landscape and policy context. • Experience working within a mental health charity or health-related organisation. • Experience in crisis communications and media relations during sensitive issues. • Knowledge of SEO, Google Analytics, and digital content management systems.
Core Competency – Working with Others	<p>Essential</p> <ul style="list-style-type: none"> • Is reliable and flexible within the team. • Builds and maintains robust and co-operative relationships with team members and colleagues throughout the organisation. • Supports an organisational culture in which individuals are treated with dignity and respect.
Core Competency – Learn and Apply	<p>Essential</p> <ul style="list-style-type: none"> • Demonstrates commitment to keeping knowledge, understanding and skills up to date.
Core Competency – Communication	<p>Essential</p> <ul style="list-style-type: none"> • Produces structured accurate and concise written reports. • Is skilled at explaining complex information concisely, clearly and accurately to inform and persuade other to take action. • Ensures a high level of two-way communication with all stakeholders. • Is skilled at creating an environment where individuals are comfortable to express and constructively debate their opinions openly.
Core Competency – Managing Self	<p>Essential</p> <ul style="list-style-type: none"> • Is open to change and continually improving practice. • Is skilled at remaining positive and finding solutions to overcome adversity. • Is able to explain and account for own practice and expects to have thinking challenged appropriately.
Core Competency – Professionalism	<p>Essential</p> <ul style="list-style-type: none"> • Maintains sound ethical and professional standards at all times. • Projects a positive image of Penumbra at all times. • Critically evaluates policies and procedures and takes active steps to make improvements.

	<ul style="list-style-type: none"> • Critically evaluates policies and procedures and takes active steps to make improvements. • Actively contributes to an organisational culture in which the values of Penumbra underpin all work. • Supports a culture in which personal integrity thrives within the team. • Supports a culture where people can report wrongdoing and are protected from victimisation.
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Conditions and Remuneration

Salary Package

£37,945 - £40,896 per annum (dependant on experience)

Holiday

33 days per annum including public holidays, plus an extra day for each years' service, rising up to 38 days after 5 years' service.

Pension

5% employer pension contribution (salary sacrifice). Also offer auto-enrolment pension scheme.

Benefits

- ✧ Flexible working.
- ✧ Cycle to work scheme.
- ✧ Confidential Employee Assistance Programme.
- ✧ Employee Discount Scheme with Vivup – 100's of lifestyle savings.
- ✧ Payroll Pay with Vivup – pay monthly available across a variety of options including home & electronics, discounted gym memberships and more.
- ✧ Eligibility to join Blue Light Card scheme.
- ✧ Death in Service benefits – 2x annual salary.
- ✧ Full training and professional development.
- ✧ Refer a friend scheme – earn up to £400.
- ✧ Salary sacrifice pension.
- ✧ Additional day of annual leave for each year of service, up to 5 days of annual leave after 5 years of service.

And so much more!

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Get in touch

If you'd like an informal chat about this role and working for Penumbra Mental Health, please contact: Mia Dowman (Director of Business Development at mia.dowman@penumbra.org.uk)

For more on our who we are visit: penumbra.org.uk

For more opportunities across our teams visit: penumbra.org.uk/careers

Application & Interview Guidance

We know applying for jobs and preparing for interviews can be daunting – but we really want you to enjoy the process. It's a chance for you to showcase all of your skills and learn more about what we do at Penumbra. Everyone is really friendly, and we want your application to be a success!

That's why we have put together these tips, so you know what to include in your application and what to expect at interview.

Penumbra is committed to supporting candidates with disabilities, neurodiverse candidates, and candidates with mental health conditions throughout the recruitment process. We will make any reasonable adjustments required to ensure a fair and inclusive process for all. If you think you require reasonable adjustments, please don't hesitate to contact us at recruitment@penumbra.org.uk.

Application

The application stage allows you tell us about all the great skills and experience you've got to offer, and how they'll help you in the role you have applied for.

In your personal statement, we are looking for the skills outlined in the competencies in the person specification section of this pack. Tell us about a time when you've developed or demonstrated these skills – this could be from your work life or personal life. Using the STAR method outlined below will help to structure your points.

This is also a great opportunity to tell us about your passion for mental health, and remember if you're applying for a peer role, tell us about your lived experience and how you think you could utilise it in the role!

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Interview

The interview stage is a chance for us to meet you, and for you to learn more about Penumbra or ask any questions you might have. What will be included in the interview might vary between roles and services (for example, some may include written questions) but this will be explained to you ahead of time.

All of our interviews include competency-based questions. Competency Based questions aim to find out how you have used specific skills in your previous experience and how you approach problems, tasks and challenges.

The competency based questions will be on each of the competencies outlined in the person specification of this pack. We would recommend preparing a few examples of times you have demonstrated each of these competencies in advance. When answering the questions, you should try to stick to the STAR method, outlined below.

STAR Method

The STAR method can be used to structure your answer to the competency-based questions you'll be asked – it helps you to make sure you get all of the important points across. It breaks an answer down into 4 parts:

- Situation** – What was the situation you had to deal with?
- Task** – What task were you presented with as a result of the situation?
- Action** – What action did you take?
- Result** – What was the result of this action, what did you learn from the result?

Here's an example of the STAR method in use:

Question

Tell me about a time you had to deal with a conflict. How did you handle it?

Answer

- Situation** I was part of a team where one colleague was regularly late for our scheduled meetings, which was causing a lot of frustration amongst the rest of the team.
- Task** I knew it was important someone raised the issue with him in order to keep the team working well, so I took responsibility for handling it.

Action

At the end of one of our regular meetings, I asked if he had a minute to catch up. I mentioned to him that he seemed stressed, and that he had been late to quite a few of our meetings and explained the impact it was having on the team. I expressed that we all really valued his input at the meetings, and asked if there was anything causing the lateness or if there was anything the team could do to support him. He shared that he was overwhelmed with his workload, and it was impacting his ability to manage his time.

Result

By handling this conflict sensitively and in a supportive manner, we were able to identify what was causing the issue, and distribute some of our colleague's extra workload amongst the team. This took the pressure off him and enabled him to manage his time more effectively. This in turn meant the team was able to work together more efficiently and we didn't miss out on anyone's input.