Media Relations Officer (Part Time – 3 Days, Fixed Term for 18 months)

About the Media Relations Office

The Media Relations Office is responsible for promoting the wide-ranging work of the Scottish Parliament to print, broadcast, specialist and online media. We provide journalists with up to date information on chamber business, the work of the committees, the work of the Scottish Parliamentary Corporate Body (SPCB) and public engagement activities undertaken by the Parliament. The office is also responsible for the Parliament’s marketing campaigns and related activities. It works in close collaboration with the Parliament’s Web and Social Media Team and Broadcasting Office.

About the Post

This part time role will support the work of the office in the promotion of parliamentary committee work. As such, the working pattern for the role will be 22 hours over Tuesday, Wednesday, Thursday and Friday morning.

Overall responsibilities will include:

- providing Committee Conveners and SPCB staff with: media advice on generating positive media coverage through news releases/ photo calls/ pre-prepared articles/media conferences/ briefings; and
- providing a frontline media enquiry service across the responsibilities of the Parliament by pitching to relevant media audiences and handling negative media attention;
- acting as an official Parliament spokesperson;
- evaluating media and campaign outputs and outcomes;
- supporting the major events and exhibitions of the Scottish Parliament by leading on promotion of selected events; and
- contributing to and maintaining a forward-looking work plan for the office and supporting the Parliament in working as a team.
Specific Responsibilities will include:

- providing key media and communications support and advice to two parliamentary committees and to their respective conveners and Members;
- providing regular forward looking briefings to media on committee work;
- working with committee clerks to develop targeted communications strategies, including identifying and developing local and specialist media opportunities;
- the development and delivery of communications strategies to support and promote selected major events and exhibitions; and
- answering media enquiries on the work of the Scottish Parliament.

We provide a 24-hour on-call media enquiry service as part of the wider media team. On-call duty will be approximately one week in six. Weekend and evening work will be required and an on-call allowance plus overtime rate will apply.

Skills and Experience

**Media and Communications Expertise:**

- experience of devising, implementing and evaluating media/public relations/communication strategies;
- a proven track record in dealing with the media effectively on a daily basis; and
- a good understanding of how media and public communication works across traditional and online channels and the ability to use this knowledge to promote the business of the Parliament effectively, coupled with sound IT skills.

**Interpersonal skills:**

- advanced writing abilities including demonstrable ability to produce concise, accurate and impactful news releases and other written content for communications purposes;
- the ability to build relationships and communicate your goals effectively to MSPs in high-profile parliamentary roles;
- strong negotiation and influencing skills; and
- the ability to work collaboratively with a range of different people, at different levels and with varying demands and requirements;

**Organisational skills and the ability to work to tight deadlines:**

- excellent time management and organisational skills with a track record of achieving your goals within a busy and fast-moving environment;
- ability to effectively balance longer term projects / campaigns in the face of reactive daily demands; and
- the ability and confidence to use your initiative and to work independently and with minimal supervision.
Problem solving and decision making skills:

- the ability to make decisions quickly and effectively drawing on your own knowledge and expertise;
- the ability to interpret and analyse complex information and present it in an engaging and accessible way;
- the ability to quickly identify and respond to problems or issues;
- a flexible approach; and
- track record of innovation and a willingness to generate new ideas and approaches.

Political awareness:

- a good level of political and parliamentary knowledge;
- strong news sense and judgement and the ability to apply this in a political environment;
- a high level of responsiveness in relation to the media environment in which you will work; and
- the ability to work in a political environment ensuring issues such as confidentiality and impartiality are maintained.

Application process

To apply, please provide:

- your CV (maximum of two sides of A4) setting out your relevant career history, responsibilities and key achievements and;
- a supporting statement with details of your qualification and the reasons why you have applied, what interests you and demonstrating why you consider you are suitable for the role, having regard to the skills and experience detailed above. Your statement should be no longer than 2 sides of A4. We will only consider applications that include a supporting statement.

Please send this and our completed Equal Opportunities Monitoring form to jobs@parliament.scot by midnight on Sunday 14 July 2019.

Applications from Gaelic speakers are welcome. Cuir leat air tagraidhean bho luchd-labhairt na Gàidhlig

If you don't receive an automated acknowledgement within 24 hours of submitting your application, please contact us.

The next stage will involve a written exercise followed by interview.
Disability

We guarantee to interview any disabled applicants who meet the essential requirements for the job they’ve applied for. The essential requirements for this job are described under the section “Skills, Knowledge and Experience Required”. This means that if you meet any qualification or experience criteria that we have set, and are assessed as providing “acceptable” evidence of the skills and qualities asked for we will automatically invite you to interview.

If you have a disability and would like to talk to us about any aspects of this job please get in touch.

Benefits

We offer a great range of benefits including 41.5 days' leave (including public holidays), the opportunity to join the Civil Service pension arrangement and flexible working arrangements and family-friendly policies.

Salary

The pro-rata salary range for this post is shown below (£34,549 to £43,031 FTE):

<table>
<thead>
<tr>
<th>Minimum</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3 (max)</th>
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<tbody>
<tr>
<td>£20,542.65</td>
<td>£21,688.43</td>
<td>£23,143.41</td>
<td>£25,586</td>
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</tbody>
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If you are successful, you will normally be offered a starting salary at the minimum of the applicable grade range shown below. You will progress at the rate of one scale point per year provided you are performing your duties to the required standard. Your progression date will be the anniversary of taking up the appointment in the grade. You will be paid monthly in arrears by Bank Credit Transfer directly into your bank or building society account on the last banking day of the month.

General Data Protection Regulation

For further details on how we will process your personal data please refer to HR Workers Privacy Notice.