



Media Relations Officer

Ref: 601936

Working Pattern: Our normal working week is 37 hours but we currently operate a wide variety of work patterns successfully balancing lifestyle choices with business requirements. All requests for part time or flexible working hours will be seriously considered.

Salary Range: £32,709 to £40,560

Location: Holyrood, Edinburgh

About the Post

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 Broadcast Office.

Duties

Reporting to a Senior Media Relations Officer (SMRO) your general duties will include:

- providing Committee Conveners and SPCB staff with: media advice on generating positive media coverage through news releases/ photocalls/ pre-prepared articles/ media conferences/briefings and pitching to relevant media audiences; a media enquiry service; and handling negative media attention
- providing a frontline media enquiry service across the responsibilities of the Parliament
- developing, devising and delivering marketing and communication strategies for campaigns
- providing a 24-hour on-call media enquiry service as part of the wider media team
- acting as an official Parliament spokesperson
- evaluating media and campaign outputs and outcomes

- contributing to and maintaining a forward looking work plan for the office and supporting the Parliament in working as a team with regards to communication activities

Specific responsibilities will include:

- providing key media support to three parliamentary committees (to be identified) and to their respective conveners and members
- providing regular forward looking briefings to media on Committee work and Chamber business
- working with committee clerks to develop targeted communications strategies, including identifying and developing local and specialist media opportunities
- working with our marketing agency and media buying specialist to deliver an integrated marketing communications strategy for our campaigns, including major events and exhibitions
- delivering media activity on key SPCB projects
- answering media enquiries in relation to FOI requests

Weekend and evening work will be required and an on-call allowance plus overtime rate will apply. On-call duty will be approximately one week in six.

Skills, Knowledge and Experience Required

You must be able to provide evidence to demonstrate the following:

1. Media relations expertise:

- experience of devising and implementing media/public relations/communications strategies
- a proven track record in dealing with the media effectively on a daily basis
- strong news sense and judgement
- a good understanding of how the media works across all its forms and the ability to use this knowledge to promote the business of the Parliament

2. Communication and interpersonal skills:

- advanced writing abilities including demonstrable ability to produce concise, accurate and impactful press releases and written reports
- the ability to communicate your goals to MSPs in high-profile parliamentary roles
- strong negotiation and influencing skills
- the ability to work with a range of different people, at different levels and with different demands and requirements
- good understanding of new media including use of facebook, twitter and other social media channels to achieve your communications objectives, coupled with sound IT skills.

3. Organisational skills and the ability to work to tight deadlines:

- excellent time management and organisational skills

- ability to balance competing demands to best effect for media promotion
- demonstrable success in delivering strategic goals and longer term projects / campaigns in face of reactive daily demands

4. Problem solving and decision making skills:

- a proven track record of working in a fast moving environment with the ability to make decisions quickly and effectively and meet tight deadlines
- the ability to interpret and analyse complex information
- the ability to identify and deal with problems or issues
- flexibility and a willingness to innovate and generate ideas

5. Political Awareness:

- a good level of political and parliamentary knowledge
- a high level of responsiveness in relation to the media environment in which you will work
- the ability to work in a political environment ensuring issues such as confidentiality and impartiality are maintained

Experience of marketing is desirable but not essential. However, whether or not you have previous experience you must be willing to develop and/or enhance skills in:

6. Marketing skills:

- devising and delivering on integrated communications plans which includes paid for marketing
- successfully briefing and managing creative agencies to deliver on agreed campaigns
- measuring and evaluating the effectiveness of an integrated marketing communications plan

Interview

You will be asked to complete a written exercise which will involve demonstrating your media skills.

Application Process

Please complete the application form and send it to jobs@parliament.scot before the closing date of 5pm on 5 March 2018.

Benefits

We offer a great range of benefits including 40.5 days' leave (including public holidays), the opportunity to join the Civil Service pension arrangement and flexible working arrangements and family –friendly policies.

Salary

The salary range for this post is shown below:

Minimum	Year 1	Year 2	Year 3
£32,709	£35,062	£37,414	£40,560

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.

Other Information

Hours

The way the Parliament works means that different groups of staff work varying hours and patterns. You may have to work longer hours when Parliament is sitting and reduced hours during recess periods. For this reason we have very progressive flexible working hours (FWH) arrangements. You will be required to work within these arrangements.

Notwithstanding your individual working pattern, if you are employed on a full time basis, you will be contracted to work 1623.6 hours per year. This is the equivalent to a 37 hour week, excluding breaks, annual leave and public and privilege holidays. If you work on a part-time basis, you will be required to work the number of hours specified in your appointment letter.

Bandwidths are the hours within which staff may work and accrue time under the FWH arrangements. The bandwidth is from 7:00am to 8:00pm for all work areas and from 7:00am to 10:00pm for Sub Editors, the Deputy Editor and the Editor in the Official Report.

Annual Leave

Your annual leave allowance will be 30 days. Our annual leave year runs from 1 September to 31 August. If you take up your appointment during the course of the leave year, your annual leave allowance will be proportional.

In addition, you will also receive 11.5 days public and privilege holidays. They are normally taken at fixed times of the year. If you are required to work on a public or privilege holiday overtime arrangements will apply.

If you work on a part-time basis, your annual leave and public and privilege holiday entitlement will be pro-rated.

As with working hours, there may be restrictions on annual leave when Parliament is sitting. In any event you may not take annual leave unless it has been agreed, normally in advance, with your line manager.

Pension

Unless you choose otherwise we offer the opportunity to join the Civil Service pension arrangements, which include a valuable range of benefits. We will make substantial employer contributions towards your Civil Service pension. More information can be found on the Civil Service Pensions website at www.civilservice.gov.uk/pensions

Age

The SPCB does not operate a retirement age policy. This means that there is no upper age limit beyond which you would be automatically retired and you are free to continue in employment for as long as you wish subject to the normal rules concerning [Performance](#), [Attendance](#) and [Conduct](#).

Travelling and Other Expenses

We pay travelling and other expenses if you incur them whilst on official duty. However, we will not reimburse the cost of normal daily travel between home and office.

Unless we have stated otherwise in the advert, we do not reimburse travel or other expenses you incur in attending an interview or assessment with us. We are happy to explore alternative arrangements if this causes you difficulty.

Probation

You will be on probation for six months. Confirmation of your appointment is dependent on the satisfactory completion of this probation period, taking into account your job performance, conduct and attendance.

Outside and Political Activities

As an employee of the SPCB, you may not take part in any activity that would in any way conflict with the interests of the Parliament or be inconsistent with your duties and responsibilities.

You may not take part in national political activities, although you may seek permission to take part in local political activities. If permission is granted, it will be subject to the observance of general rules relating to possible conflicts between your official responsibilities and your political activities.

Health and Safety

The SPCB is committed to promoting health and safety as a priority issue. Its aim is to take appropriate and reasonable steps to ensure that it conducts its business in such a way that employees and other people who may be affected by its work are not exposed to risks to their health and safety.

Data Protection

Under the terms of the Data Protection Act 1998, information provided by you will be processed and stored to provide management information for recruitment and equal opportunities monitoring purposes. We will also use this information to form the basis of your personnel record if you are successful for the job. Otherwise we will not retain this information for any longer than it is needed and we would normally dispose of paper records after 6 months. You will have the right of access to any information held about you.

Suggestions

We want all applicants to feel that they have been treated fairly, even if they are not appointed. If you have any comments or suggestions about the way in which this recruitment campaign has been handled, we would really like to hear from you.

Referees

Please do not send references or testimonials with your form. If you are successful, we will approach previous and/or current employers for a reference. We can only make a formal offer of employment once we have received these references. If you have no employment history we may approach any school, college or university you have attended.

Health Assessment and Security Clearance

If you are successful at interview you will be asked to complete a health assessment form. If necessary we may ask you to attend a medical assessment. Assessments are carried out by our occupational health supplier in the Parliament building. The reason why we carry out a health assessment is to make sure that the job you have applied for is suitable for you. It is also to find out if we need to carry out any adjustments to help you do the job.

Security clearance is required for this post. If you are successful we will ask you to complete a security questionnaire. This form will explain our security vetting policy. We can only make a formal offer of employment once the security clearance process is complete.

Visa and Work Permits

There are no nationality restrictions on who the SPCB employs. You must however check whether there are any restrictions on your stay or your freedom to take or change employment in the United Kingdom before you apply for a post. If you are successful at interview we will make a complete enquiry into your eligibility to work in the United Kingdom.

Please note that this document is provided for information only and does not form part of the SPCB's terms and conditions of employment.

Equal Opportunities

The Scottish Parliamentary Corporate Body is committed to promoting equality of opportunity and treatment and to eliminating unfair discrimination in its employment practices. It will seek to ensure that all job applicants and staff are treated fairly, with respect and without bias. No job applicant or employee will receive less favourable treatment than others because of her or his: gender; gender identity; sexual orientation, marital or family status; racial group (includes colour, race, nationality, national or ethnic origin), religion, religious belief, or a similar philosophical belief (or lack of any of these); disability (unless such treatment is objectively justified); part-time or fixed-term contract status (unless such treatment is objectively justified); and trade union membership status/activities.