



Job Description:

Job	Communications & Engagement Officer
Hours per week	35
Service	Engagement & Innovation
Team	Communications
Job location	Balloch
Line Manager	Media & Campaigns Manager
Band	B

Key purpose	1
Key accountabilities	1
Person specification	2

Key purpose

The post holder will support our Media and Campaigns Manager with delivering targeted public relations activities and stakeholder engagement. They will also be responsible for the community management of the Park Authority's social media channels, preparing and issuing stakeholder bulletins and designing content for and maintaining content on the website.

Key accountabilities

- Work with the Media and Campaigns manager to proactively choreograph stories that build a profile for the National Park Authority and make a real and meaningful impact with our target audiences.
- Support with the writing, production and distribution of proactive and responsive press releases, feature copy, stakeholder bulletins and statements.
- Support the Communications Team with media monitoring to ensure the Park Authority is ahead of the curve on relevant stories, trends, and opportunities in the media and/or press coverage generated.
- Handling enquiries from the public, journalists or stakeholders, drafting responses and where required helping to brief our spokespeople.
- Oversee media research, carry out media audits and develop targeted media lists
- Support our Creative Content Coordinator with community management of our social channels, responding to comments and enquiries when necessary and proactively looking for opportunities to strengthen engagement and share content with users.

- Support our Digital Communications Manager with writing and uploading content to our website and internal communications platform.
- Contribute creative ideas to the development of integrated campaigns which support delivery of Park Authority Priorities.
- Collaborate with teams (internal clients) across the Park Authority to develop ideas for content and stories.
- Undertake any other duties appropriate to the grade as required.

Person specification

Assessment Areas	Essential Criteria	Desirable Criteria
<i>Relevant Experience</i>	<ul style="list-style-type: none"> • Experience in a similar communications or public relations role • Experience of producing written content and briefings for a range of different outlets and audiences, particularly the ability to digest policy and complex information and turn it into compelling written copy. • Experience of working with and building relationships with the media to develop and deliver impactful stories. • Experience of social media community management 	<ul style="list-style-type: none"> • An understanding of the Scottish Government policy around Climate Change and Nature, particularly the role of National Parks • Experience of working with website content management systems and MailChimp
<i>Specific Skills, Abilities and Qualities</i>	<ul style="list-style-type: none"> • Excellent and confident communicator with strong written and verbal communications skills • An excellent multi-tasker with a 'can do' attitude • Excellent attention to detail and able to work well under pressure and meet deadlines • Fluency in Microsoft programs and digital/social media platforms, tools and solutions 	

<i>Required Qualifications</i>		<ul style="list-style-type: none"> • Educated to degree level in marketing, PR or communications
<i>Any Additional Job-Related Requirements</i>	<ul style="list-style-type: none"> • Flexible approach to working hours as evening and/or weekend working will be required at times. We operate an on-call rota system on weekends during the summer months 	<ul style="list-style-type: none"> • Current UK Driving Licence or access to a driver if disability prevents this.