

<b>Job Description</b>	
<b>Job Title:</b>	Head of Communications
<b>Location/Based:</b>	Musselburgh with occasional travel to other locations in the UK
<b>Reports To:</b>	Executive Director
<b>Staff Responsibility:</b>	Three officers
<b>General Overview of the position:</b>	<p>As a membership organisation, in a sector that impacts on virtually everyone in Scotland, good communications are pivotal to the success of our work. This role is responsible for achieving a step-change in our approach, combining their technical skills – particularly in media relations - with leadership, vision and strategy to do this.</p> <p>The postholder is also responsible for driving and inspiring the wider communications team to deliver its work to an excellent standard in a culture of continuous improvement. They will use their energy and dynamism to secure buy-in and practical support from the wider organisation, including colleagues, board members and members.</p>
<b>Main duties and responsibilities:</b>	<p>Work with the Executive Director, other senior colleagues and the communications team to develop and deliver an overall communications programme</p> <p>Line manage the communications team and manage the team budget</p> <p>Produce management and board reports on the team's work</p> <p>Keep up to date with best practice in communications and marketing, adapting to this as appropriate</p> <p>Manage SLE's brand, including messaging and visual identity through the use of brand toolkits, tone of voice documents etc.</p> <p>Oversee the production and quality of SLE's suite of publications and other printed material</p> <p>Oversee the management and updating of SLE's website and social media channels</p> <p>Manage internal communications channels</p> <p>Manage the relationship with retained communications agencies and oversee the effective use of other communications and marketing suppliers</p> <p>Identify issues that could potentially damage the organisation's reputation and recommend actions to mitigate this risk</p> <p>Identify story opportunities, internally and externally, and use these to further SLE's messages in mainstream, trade and other media</p> <p>Write news releases, reactive statements, feature/op ed articles, case studies and other material for use in the media and via other channels</p> <p>Maintain a database of media contacts and manage distribution of releases</p> <p>Organise photocalls and other events to support media relations</p> <p>Liaise with partner and stakeholder organisations on opportunities for joint activities or on handling issues of mutual interest</p>

	<p>Produce publicity plans for proactive story promotion and handling plans for issues / reactive queries in collaboration with team colleagues</p> <p>Provide a fair and robust enquiry response service to journalists</p> <p>Produce photo, video and other creative briefs to support storytelling, and manage these suppliers</p> <p>Adapt story material for use in other publications or channels, internal and external, including SLE's Land Business magazine and social media</p> <p>Ensure monitoring is in place for Scottish, trade and wider media for relevant content, with a weekly briefing to colleagues on stories of interest</p>
<b>Other Duties</b>	<p>Support other members of the communications and marketing team as required, especially during busy periods or absences</p> <p>Build capabilities within the rest of the team through sharing best practice and development skills</p> <p>Carry out any other activity as required to support SLE's communications strategy as appropriate to a role of this level and scope</p> <p>Identify measurable objectives and report on progress towards these, in agreement with senior colleagues</p>
<b>Key Contacts</b>	<p>Executive Director  Head of Policy  Board, Chairman &amp; Vice Chairs  Communications Team  Regional support officers  Retained communication agencies</p>

<b>Person Specification</b>		
<b>Job Title</b>	<b>Head of Communications</b>	
<b>Date Created</b>	August 2018	
	<b>Essential</b>	<b>Desirable</b>
<b>Education/Qualifications:</b>	Degree qualification in a relevant discipline, e.g. public relations	
<b>Experience:</b>	<p>At least five years' strong, recent experience in a communications role; this person is expected to have a broad understanding of the full range of communications disciplines</p> <p>Experience of managing a small team of communications staff and the overall work of such a team</p> <p>At least three years' strong, recent experience in media relations in an in-house or agency role</p> <p>Experience of devising and delivering proactive media relations strategy</p> <p>Experience of handling controversial issues</p>	<p>Experience of working in a membership organisation</p> <p>Experience of achieving a significant and demonstrable improvement in communications team performance</p> <p>Experience working with bloggers and other digital 'influencers'</p>
<b>Skills/Knowledge:</b>	<p>Excellent interpersonal and influencing skills for building and maintaining relationships with internal and external stakeholders</p> <p>Strong project, budget and people management skills</p> <p>Excellent problem-solving skills</p> <p>Excellent writing skills, especially for reports and media outputs including news releases, feature articles, op-eds and web copy</p> <p>Strong knowledge of the Scottish media landscape</p> <p>Able to prioritise and manage multiple and sometimes conflicting deadlines or demands</p> <p>Solid grasp of Microsoft Office applications, particularly Outlook, Word, Excel and Powerpoint</p>	<p>Good knowledge of relevant trade and broader UK media</p> <p>Knowledge of rural issues.</p>

<b>Aptitudes/Attributes</b>	<p>Willingness to be contactable and provide support for out-of-hours activities, including media enquiries, social media enquiries and events</p> <p>Flexibility in being able to support the wider team</p> <p>Motivated, proactive and enthusiastic</p> <p>Comfortable dealing well with people from a wide variety of backgrounds</p> <p>Confidence, tact and diplomacy</p> <p>Calm and confident under pressure</p> <p>Ability to work to tight deadlines and to support others in doing so</p> <p>Creativity</p>	
<b>Other Job Requirements:</b>	Full driving licence and access to car	