

Press & Public Affairs Officer Job Description 2020

Location	Musselburgh with occasional travel to other locations in the UK
Reports to	Head of Communications
Direct reports	None
General overview	<p>Media relations and public affairs are crucial to Scottish Land & Estates reaching a broad audience with its messages, engaging in debates of interest and building understanding of the crucial role of those working on rural Scotland.</p> <p>The post holder will be responsible for contributing to our public affairs and media relations work to build the profile of the organisation and its members, to help influence public policy decisions and to mitigate reputation threats.</p>
Main duties and responsibilities	<p>Working with the Head of Communications, write and implement a public affairs plan for the organisation</p> <p>Monitor parliamentary activity in Holyrood and Westminster and identify opportunities, and use these to further SLE's messages</p> <p>Communicate SLE messages to political stakeholders using a range of channels</p> <p>Write briefings for MSPS and MPs on a range of topics</p> <p>Actively seek and maintain relationships with key political and media stakeholders</p> <p>Organise meetings and events with politicians and other stakeholders to inform and influence</p> <p>Liaise with partner and stakeholder organisations on opportunities for joint activities or on handling issues of mutual interest</p> <p>Write proactive and reactive news releases, statements, articles, blogs and other content</p> <p>Produce content and campaign plans in collaboration with team colleagues</p> <p>Monitor online and offline media for relevant content and opportunities</p> <p>Plan and deliver media campaigns</p> <p>Ensure all political and media communications are brand compliant and in line with our tone of voice</p>

<p>Other duties</p>	<p>Identify measurable objectives and key performance indicators and report on progress towards these, in agreement with senior colleagues</p> <p>Support the Head of Communications and other colleagues as required, especially during busy periods or absences</p> <p>Build capabilities within the rest of the team through sharing best practice and developing 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>
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