

Press & Public Affairs Officer Person Specification 2020

	Essential	Desirable
Education/Qualifications	Degree in a relevant discipline or professional PR/journalism/public affairs qualification with equivalent work experience	
Experience	<p>Two years' strong recent experience in public affairs or parliamentary experience influencing government, politicians, media, opinion formers and stakeholders and identifying emerging issues</p> <p>Experience of creating and delivering public affairs and/or media relations plans</p> <p>Experience of writing proactive and reactive news releases and statements</p> <p>Experience of providing a press office service</p> <p>Experience of evaluating performance and campaigns across media relations and/or public affairs</p> <p>Experience of writing briefings for politicians and other stakeholders</p> <p>Experience of using social media</p>	<p>Experience of working in a political environment</p> <p>Experience of working in a membership organisation</p> <p>Experience of using news release distribution and press coverage monitoring tools</p> <p>Experience of other communications disciplines for example social media</p> <p>Experience of web content management systems (CMS)</p> <p>Experience of using Mailchimp or similar</p>
Skills/Knowledge	<p>Knowledge of the Scottish and UK media and political landscape</p> <p>Ability to create and deliver content plans</p>	<p>Knowledge of the rural sector</p> <p>A good understanding of SLE and its operating environment</p>

	<p>Able to manage press and public affairs campaigns across a range of channels</p> <p>Excellent writing and editing skills including accuracy and attention to detail</p> <p>Ability to take technical information and turn it into accurate, interesting content aimed at a range of audiences</p> <p>Basic project management skills</p> <p>Solid grasp of Microsoft Office applications, particularly Outlook, Word, Excel and Powerpoint</p>	
Aptitudes/Attributes	<p>Motivated, proactive and enthusiastic</p> <p>Creative, with an eye for a story</p> <p>Able to build relationships with colleagues and stakeholders at all levels</p> <p>Willingness to provide occasional out-of-hours support</p>	
Other		Member of CIPR