The Scottish Parliament
Pàrlamaid na h-Alba

Media Relations Officer

Recruitment Pack
Welcome from Jane McEwan, Head of the Media Relations Office

Thank you for your interest in this role.
I lead the Media Relations Office which is the team responsible for promoting the work of the Scottish Parliament to print, broadcast, specialist and online media. This is an exciting time to be joining the team, as we mark 20 years of the Scottish Parliament and look ahead to the next parliamentary session.

Would you like to help us publicise the Parliament and its work? We’re looking for an exceptional communications professional to develop and deliver media and wider communications activity designed to promote the Parliament’s committees, its chamber debates and its public engagement work. It’s a great opportunity for someone who is skilled and experienced delivering high quality communications in a high profile and fast paced environment.

Reporting to a Senior Media Relations Officer, you will work with colleagues in a range of different teams and levels, including Committee Conveners and our senior leadership. You will be a confident self-starter, with an excellent understanding of what drives reputation and what makes a news story.

If you have the right skills and experience to work in this exciting and unique environment, we want to hear from you.

In return, we offer lots of opportunities to enhance your career and improve your professional skills.

We’re committed to increasing the diversity of our parliamentary service and we would particularly welcome applications from members of the Black, Asian and Minority Ethnic communities and from disabled people.

This is a full time post but we are happy to talk Flexible Working.
About the role

The Scottish Parliament represents the people of Scotland by debating issues of national importance, passing legislation and holding the Scottish Government to account. You can find out more about the Parliament on our website.

About the Media Relations Office

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 Broadcasting Office.

About the Post

Overall responsibilities will include:

- providing Committee Conveners and SPCB staff with: media advice on generating positive media coverage through news releases/ photo calls/ pre-prepared articles/media conferences/ briefings; and
- providing a frontline media enquiry service across the responsibilities of the Parliament by pitching to relevant media audiences and handling negative media attention;
- developing, devising and delivering marketing and communication strategies for campaigns;
- acting as an official Parliament spokesperson;
- evaluating media and campaign outputs and outcomes; and
- contributing to and maintaining a forward looking work plan for the office and supporting the Parliament in working as a team.

Specific Responsibilities will include:

- providing key media and communications support and advice to three parliamentary committees 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;
- the development and delivery of communications strategies to support and promote our campaigns, including our major events and exhibitions;
- delivering media and communications activity on key SPCB projects; and
- answering media enquiries in relation to FOI requests.

We provide a 24-hour on-call media enquiry service as part of the wider media team. On-call duty will be approximately one week in six. Weekend and evening work will be required and an on-call allowance plus overtime rate will apply.
Skills, Knowledge and Experience

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

**Media and Communications Expertise:**
- experience of devising, implementing and evaluating media/public relations/communication strategies;
- a proven track record in dealing with the media effectively on a daily basis; and
- a good understanding of how media and public communication works across traditional and online channels and the ability to use this knowledge to promote the business of the Parliament effectively, coupled with sound IT skills.

**Interpersonal skills:**
- advanced writing abilities including demonstrable ability to produce concise, accurate and impactful news releases and other written content for communications purposes;
- the ability to build relationships and communicate your goals effectively to MSPs in high-profile parliamentary roles;
- strong negotiation and influencing skills; and
- the ability to work collaboratively with a range of different people, at different levels and with varying demands and requirements;

**Organisational skills and the ability to work to tight deadlines:**
- excellent time management and organisational skills with a track record of achieving your goals within a busy and fast-moving environment;
- ability to effectively balance longer term projects / campaigns in the face of reactive daily demands; and
- the ability and confidence to use your initiative and to work independently and with minimal supervision.

**Problem solving and decision making skills:**
- the ability to make decisions quickly and effectively drawing on your own knowledge and expertise;
- the ability to interpret and analyse complex information and present it in an engaging and accessible way;
- the ability to quickly identify and respond to problems or issues;
- a flexible approach; and
- track record of innovation and a willingness to generate new ideas and approaches.

**Political awareness:**
- a good level of political and parliamentary knowledge;
- strong news sense and judgement and the ability to apply this in a political environment;
- a high level of responsiveness in relation to the media environment in which you will work; and
- 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:

**Marketing:**
- devising and delivering on integrated communication plans which includes paid for marketing;
- successfully briefing and managing creative agencies to deliver on agreed campaigns; and
- measuring and evaluating the effectiveness of an integrated marketing communications plan.
The fast pace of the Media Relations Office is something I really enjoy. The Media Relations Officer role provides opportunities to gain new skills and challenge yourself in a busy environment right at the heart of the Scottish Parliament.

My work varies each day – capitalising on my existing skills while developing new ones. In this role I have promoted the work of committees including providing media advice to committee conveners and Parliament staff, led on projects including the promotion of a young women in politics programme, played a key role in the marketing of a major event and managed the Parliament’s visitor campaign.

This breadth of experience has been great as I look to continue my career.

“Linda Peters, Senior Media Relations Officer

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About us

The parliamentary service of over 500 people is a high-achieving and professional organisation. We are not civil servants; we serve the Parliament and its Members and not the Scottish Government.

The Scottish Parliamentary Corporate Body is responsible for providing the Parliament with the property, staff and services required for the Parliament’s purposes, in accordance with the Scotland Act 1998. It is made up of five Members elected by the Parliament and the Presiding Officer.

The Corporate Body delegates the day-to-day running of the Parliament to Sir Paul Grice, our Clerk/Chief Executive. Paul is assisted by his Leadership Group in setting the strategic direction for the parliamentary service and for creating the conditions that helps to promote a positive workplace culture. You can view the organisational chart and you can read about the Parliamentary Offices.

Our vision is clear: To make a positive difference to the lives of the people of Scotland. This means putting people at the centre of everything we do.

Our performance framework helps us to communicate and implement our strategic priorities through the parliamentary service. The strategic plan sets out our aims and priorities and the delivery plan contains the activities that deliver the strategy.

They provide a set of shared priorities for everyone across the parliamentary service and cover matters such as improving parliamentary scrutiny, developing and investing in our staff, aligning public engagement with parliamentary business and providing high quality support to our elected Members. Each of the aims is equally important as they are inter-related. This means that we cannot achieve one without the others and that every one of our colleagues plays an important role in delivering them.
We attach great importance to the Diversity and Inclusion Strategy (D&I) and our commitments form a central part of our working culture.

We are committed to providing a great working environment where people enjoy coming to work and feel valued for their contribution and excel in their chosen careers.

We recognise that improving employee engagement has a positive and significant effect on organisational performance. We know that ideas generated by colleagues can help shape the future direction of our services and contribute to the successful delivery of our goals, and our inclusive leadership style guides us in this approach.

We are committed to building a workforce which reflects the diversity of the people of Scotland. We are proud to be an equal opportunities employer that values and respects the people who work for us. We seek to ensure all job applications are treated fairly, with respect and without bias.

We positively encourage applications from suitably experienced candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

We are committed to agile working and currently operate a wide variety of work patterns and arrangements across the parliamentary service. We will be pleased to consider applications from candidates wishing to work flexibly and all requests will be seriously considered. Please include clearly any information about your preferred working arrangements in your application.
**How to apply**

**Applications**

The first stage of the recruitment process will be to provide your CV (maximum of two sides of A4) setting out your career history, responsibilities and key achievements and a supporting statement on why you have applied and what interests you and demonstrating why you consider you are suitable for the role, having regard to the skills, knowledge and experience requirements for the role as detailed in this recruitment pack. Your statement should be no more than two sides of A4.

To apply, please submit your CV and supporting statement to jobs@parliament.scot by 5pm on 3 May 2019.

**We will only consider applications that include a supporting statement.**

Applications, including a completed Diversity Monitoring form should be emailed to jobs@parliament.scot

The next stage will be a written exercise and presentation followed by interview. Please note that interviews are scheduled to take place week commencing 20 May 2019, although this may change.

**Disability**

We guarantee to interview any disabled applicants who meet the essential requirements for the job they’ve applied for. The essential requirements for this job are described under the section “Skills, Knowledge and Experience Required”. This means that if you meet any qualification or experience criteria that we have set, and are assessed as providing “acceptable” evidence of the skills and qualities asked for we will automatically invite you to interview. If you have a disability and would like to talk to us about any aspects of this job please get in touch using the phone numbers or addresses listed above.

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**Contact point for candidates**

For informal enquiries or to register your interest in the role, please contact Jane McEwan by email or telephone:

jane.mcewan@parliament.scot

0131 348 6235
Summary of terms and conditions of employment

Salary
Minimum starting salary £33,037 per annum, paid monthly by bank credit transfer. You will progress at the rate of one scale point per year on the anniversary of taking up the appointment grade.

The salary range for this post is shown below:

<table>
<thead>
<tr>
<th>Minimum Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4 (max)</th>
</tr>
</thead>
<tbody>
<tr>
<td>£33,037</td>
<td>£35,413</td>
<td>£37,789</td>
<td>£41,777</td>
</tr>
</tbody>
</table>

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.

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 is 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. The annual leave allowance is 30 days.

Pension
Unless staff 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 the Civil Service pension. More information can be found on the Civil Service Pensions website.
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.

General Data Protection Regulation
For further details on how we will process your personal data please refer to the HR Workers Privacy Notice and SPCB Recruitment Privacy Notice.

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. Go to our staff handbook for full details of our terms and conditions of employment.

HAPPY TO TRANSLATE

The Scottish Parliament
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