Media Relations Office – Graduate Trainee Scheme

About the Scheme

Would you like to start your media career working right at the heart of the Scottish Parliament? Now is your chance. This is a unique and exciting opportunity for a recent graduate to work within the Parliament’s Media Relations Office.

This development opportunity will see the post holder learn about the role of the Media Relations Office in promoting the Parliament, whilst gaining practical and invaluable skills and experience to move your career forward.

You will develop skills and gain experience in an exciting and busy environment and will be able to combine the knowledge you have gained from your degree and an enthusiasm to learn the skills needed to work in a communications team with a variety of different tasks.

You will also be supported with membership of the Chartered Institute of Public Relations (CIPR) and access to CIPR accredited training.

By the end of the 18-month scheme, you will have developed your skills and stretched your capabilities in an organisation that is diverse, challenging and always rewarding.

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 Scottish Parliament committees, the work of the Scottish Parliamentary Corporate Body (SPCB) and public engagement activities undertaken by the Parliament.

The office is also responsible for marketing the many events and exhibitions which take place at the Scottish Parliament.

It works in close collaboration with the office across the organisations including the Parliament’s Web and Social Media Team and Broadcasting Office. 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.
About the Post

During this fixed-term 18-month post, you will:

- Gain experience in 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.

- Learn how to provide a frontline media enquiry service across the responsibilities of the Parliament by pitching to relevant media audiences and handling negative media attention.

- Develop the skills to devise and deliver marketing and communication strategies for campaigns.

- Learn more about the work of the Scottish Parliament and the Scottish Parliamentary Service.

Your training and development

As well as gaining media skills and learning about the Scottish Parliament, you will also have access to the full range of CIPR training courses on subjects as diverse as digital communication and media evaluation.

All the training undertaken will feed into continuous professional development and help build an extensive and varied CV.

Entry Requirements

Candidates should have a degree in PR, communications or journalism with a maximum of 1 years’ experience in working in PR or comms within an organisation.

Candidates should also be able to meet the requirements below and be able to demonstrate the following key skills:

Media and Communications

- a good understanding of the basics of PR practice, including the different ways to promote and highlight work;

- ability to spot and understand a news line;

- ability to write and engage different audiences through your content and communications; and

- an understanding of the role of reactive media work to minimise negative media stories.
Interpersonal Skills

- good interpersonal skills and an understanding of the importance of working with other colleagues to deliver a product; and

- the ability to build relationships with journalists and key stakeholders.

Organisational Skills

- the ability to prioritise and plan effectively and the ability to react quickly

Problem Solving

- enthusiasm to generate creative and innovate ideas for promotion and work within the office.

Political Awareness

- a willingness to learn about the Scottish Parliament and the role of a Media Relations Officer within the Scottish Parliament; and

- an enthusiasm for current news issues and trends as well as an understanding of social media.

Application process

To apply, please provide:

- your CV (maximum of two sides of A4) setting out your relevant career history, responsibilities and key achievements and;

- a supporting statement with details of your qualification and the reasons why you have applied, what interests you and demonstrating why you consider you are suitable for the role, having regard to the entry requirements detailed above. This should be no longer than 2 sides of A4.

Please send this and our completed Equal Opportunities Monitoring form to jobs@parliament.scot by midnight, Tuesday 16 July 2019.

Applications from Gaelic speakers are welcome. Cuirear fàilte air tagraidhean bho luchd-labhairt na Gàidhlig

If you don’t receive an automated acknowledgement within 24 hours of submitting your application, please contact us.

The next stage will involve a written exercise followed by interview.
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.

Benefits

We offer a great range of benefits including 41.5 days’ leave (including public holidays), the opportunity to join the Civil Service pension arrangement and flexible working arrangements and family-friendly policies.

Salary

The salary range for this post is shown below:

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<thead>
<tr>
<th>Minimum</th>
<th>Year 1</th>
<th>Year 2 (max)</th>
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<tbody>
<tr>
<td>£27,187</td>
<td>£30,119</td>
<td>£33,706</td>
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If you are successful, you will normally be offered a starting salary at the minimum of the applicable grade range shown below. You will progress at the rate of one scale point per year provided you are performing your duties to the required standard. Your progression date will be the anniversary of taking up the appointment in the grade. You will be paid monthly in arrears by Bank Credit Transfer directly into your bank or building society account on the last banking day of the month.

General Data Protection Regulation

For further details on how we will process your personal data please refer to HR Workers Privacy Notice