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**Job Description**

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| **Job Title:**  Media and Impact Assistant | **Salary:**  £24,275 - £29,987 per annum pro rata |
| **Responsible to:**  Director of IPPR Scotland | **Start Date:**  ASAP |
| **Contract:**  22.5hrs a week |  |

This role is based in IPPR Scotland and will form a part of IPPR’s UK-wide Communications Team, working to support IPPR Scotland to maximise our impact and influence across a wide range of audiences.

You will work closely with colleagues and be supported to assist in planning, developing and delivering IPPR Scotland’s communications across a range of channels. You will have a focus on media, digital communications and our communications activity with decision-makers.

You will help to build IPPR Scotland’s profile in the media and social media, and among decision-makers, achieving impact and influence for our work. Your role will be to assist in ensuring IPPR Scotland’s high quality work is known and understood by its audiences.

**Media relations**

* Work closely with the Director of IPPR Scotland, and the Media and Campaigns Manager, to devise and put into place IPPR Scotland’s media strategy.
* Work to assist the team in Scotland and those across the UK involved in communications planning and delivery as required.
* Write and issue media releases, with support from colleagues as required.
* Develop skills in undertaking proactive press and media activity, including phoning journalists to pitch stories as well as responding to queries from the media.
* Assist colleagues in developing and selling blogs, articles and media releases into relevant media outlets, working with relevant research leads.
* Monitor relevant media with existing IPPR tools, providing feedback and reports to colleagues and adding relevant content to the IPPR website.
* Assist in maintaining a database of reporters, commentators, editors and producers.
* Support media relations and related communications activity at IPPR Scotland events.
* Work with the UK-wide IPPR Communications Team to understand and input into UK-wide plans and offer support to, and learn from, IPPR North and UK-wide work as required.

**Digital communications**

* Work closely with the Director of IPPR Scotland, the Media and Communications Manager, and other colleagues to prepare written, visual and audio content for our digital platforms, particularly our website and social media accounts, with the aim of growing IPPR Scotland’s digital audiences.
* Work closely with the Director of IPPR Scotland and other IPPR communications colleagues to assist in preparing, moderating and posting content on our social media accounts
* Produce and upload content to the IPPR website using our Content Management System.
* Develop skills in shooting simple explainer and events videos to enhance IPPR Scotland’s work; edit, post to YouTube and digitally disseminate them.

**Impact and Reach**

* Work to support research colleagues to ensure IPPR’s research output reaches opinion formers, policy-makers and decision-takers.
* Work closely with the Director of IPPR Scotland, and other colleagues, to support the development and delivery of IPPR Scotland’s influencing and impact plans.
* To support research colleagues to produce accessible briefings and other forms of outputs designed to maximise IPPR Scotland’s impact.
* Assist with monitoring and evaluating IPPR Scotland’s media and digital output, coverage, reach, influence and impact.

**Cross-cutting**

* To work in line with relevant UK-wide branding and communications policy, with support and advice from colleagues including IPPR North’s Media and Campaigns Manager and IPPR’s Head of News and Communications.

To get fully involved in the work across the Institute, assisting the wider IPPR communications team based in London and Manchester, as agreed.

**Person Specification**

**Essential**

* Some experience, whether in paid or unpaid work, of either:
  + communications work within a policy or political environment; and/or
  + experience working with, or in, the media.
* Knowledge of the Scotland media, including the main Scotland broadcasters, national newspapers and leading digital outlets.
* Ability to deal with journalists queries verbally and in writing in a paid or unpaid work environment.
* Ability to undertake successful social media activity and to build reach and profile.
* An interest in politics, policy and public affairs with some experience of applying this in a paid or unpaid work environment.
* Sound political and news judgement and an understanding of the media and political environment within which IPPR Scotland operates.
* Excellent written and verbal communication skills, including being able to draft accurate, clear and concise short-form outputs including media releases, briefings, e-newsletters and blogs.
* Demonstrable ability to understand, interpret and communicate sometimes complex policy research often under time pressure.
* Meticulous attention to detail and a high level of accuracy, including in reviewing and producing written text.
* Ability to think creatively and imaginatively around news angles and media, digital or political plans and activities.
* Ability to work collaboratively as part of a team, engaging with colleagues in the communications team and more broadly across the organisation.
* Commitment to the aims of IPPR and an understanding of its ethos and aims.
* Lived experience of social disadvantage or a sound understanding of social disadvantage through paid or unpaid work or volunteering.