

## JOB DESCRIPTION

<b>Job Title:</b>	<b>Communications and External Affairs Manager, Scotland</b>
<b>Department:</b>	Devolved Nations
<b>Reports to:</b>	Head of Policy and External Affairs, Scotland
<b>Location:</b>	Glasgow Office

### Job Purpose:

To work with teams in Scotland and across the UK to maximise FSB Scotland's media profile across all channels.

### Key Areas of Accountability:

- Act as the primary contact for media enquiries.
- Produce press releases, comments, social media content – including images, video and audio – and articles for publication.
- Identify opportunities to issue reactive comments on topical issues.
- Actively scan ahead for upcoming events (government, parliamentary, news schedule etc.) on which FSB Scotland should comment or otherwise publicly engage.
- Liaise with the Scotland field team to maximise the value of national stories locally and vice versa.
- Liaise with colleagues to co-ordinate and maximise the media impact of policy work.
- Produce media briefing notes and assist policy colleagues to produce debate briefings as required.
- Drive forward FSB's Scottish social media presence.
- Manage relevant Scottish content on the FSB website.
- Oversee the organisation and delivery of Scotland-wide policy or public-affairs focussed FSB events.
- Represent FSB on external groups, bodies and forums as required.
- Produce internal newsletters, reports and other publications as required.
- Contribute to internal reporting, including reports to the Scottish Policy Unit, monthly board reports and regular updates to actions / KPIs.
- Attend internal meetings to represent Scotland (or devolved nations) as required.

Undertake other duties relevant to the work of FSB in Scotland commensurate with the level of the post and as directed by the Head of Policy and External Affairs.

Person Specification		
Attributes	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>At least an undergraduate degree with an award of 2:1 or above in a relevant subject and discipline</li> <li>English at National 5 or Higher (or equivalent)</li> </ul>	<ul style="list-style-type: none"> <li>CIPR membership</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>Experience of writing press releases, articles and other content for newspapers, social media, internal publications etc.</li> <li>Experience of handling media enquiries</li> <li>Experience of organising and prioritising a demanding workload</li> </ul>	<ul style="list-style-type: none"> <li>Experience of multimedia content production</li> <li>Experience of working with volunteers or in a membership organisation</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Knowledge of and relationship with Scottish media</li> <li>Understanding of the effective use of social media platforms</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of business issues as they impact on the self-employed and small business owners</li> <li>Knowledge of political processes in Scotland, particularly the Scottish Parliament, and the wider political landscape.</li> <li>Knowledge of the UK Government and Parliament</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>Ability to produce accurate work to tight deadlines under pressure</li> <li>Ability to write concise, high-impact copy, clearly communicating key messages to target audiences in writing.</li> <li>Strong verbal communication skills</li> </ul>	<ul style="list-style-type: none"> <li>Used to managing website content</li> </ul>

**Specific  
requirements**

- Be available out of hours to deal with media enquiries
- Be willing to undertake travel across Scotland and the UK if required on behalf of FSB