

## Media Communications Manager Comms and Engagement team

Permanent position, full-time, 35 hours pw, Band E



**Cairngorms**  
National Park Authority  
Ùghdarras Pàire Nàiseanta a'  
**Mhonaidh Ruaidh**

### Purpose:

This role will provide strategic leadership on corporate communications and media relations for the Park Authority. The postholder will help position the organisation – and the wider Cairngorms National Park – as a leader in tackling the nature and climate crisis, as well as a champion for local communities and for a range of key stakeholders.

Working closely with senior management, the board and with senior Comms colleagues, they will develop and implement key messages that resonate with our target audiences, underpinned by the five-year National Park Partnership Plan. They will foster positive working relationships with members of the media (local, national and international), and will seek to proactively share the National Park's story with audiences both here in the Cairngorms and further afield.

Reporting to the Head of Communications and Engagement, the postholder will lead the Park Authority's press office function and will line manage staff members looking after corporate publications / interpretation, and nature / land management comms. They will ensure a consistency of approach in all areas and a seamless connection with the Park Authority's digital outputs, working closely with the Digital Communications Manager.

### Responsibilities:

- 1. Provide strategic leadership on Park Authority and wider National Park media and publications activity**, identifying proactive opportunities to raise the profile of the organisation, our staff and the wider National Park locally, nationally and internationally.
- 2. Develop and implement a cohesive set of key messages** and deliver a coordinated programme of media activity aligned to them. Work closely with senior management, the board and the wider Communications and Engagement team to embed these messages across all our activities.
- 3. Foster positive working relationships with all sectors of the media** – written, broadcast and online, local, nationally and international – and lead on exploring and implementing innovative partnership opportunities, eg TV, radio or podcast series.
- 4. Provide leadership and line management support to the Communications Officer (Nature and Land Management) and Communications Coordinator**, offering pastoral and strategic support to help them deliver their annual work programmes and ensure a consistently high standard of creative output.
- 5. Act as a lead contact for all media enquiries and draft press releases, media statements and other comms material as required**. Attend board, planning and other relevant internal / external meetings, planning ahead to identify potential media opportunities and anticipate reactive media enquiries. Advise senior staff and board on appropriate media responses to complex and contentious matters, and lead the coordination and prompt drafting of these responses.
- 6. Provide advice and guidance to senior management, board and the wider staff body on media and communications issues**, pulling together media training, interview briefings, lines to take, FAQs documents etc where appropriate.

- 7. Establish strong links to communications staff in partner organisations** – eg Loch Lomond and the Trossachs National Park Authority, Scottish Government, VisitScotland etc – and identify opportunities to coordinate activities, share learnings etc.
- 8. Oversee the production of a range of high-quality communications materials**, including key outputs such as *Cairn* residents' magazine, strategic plans, interpretation etc. Play a lead role in content collation / curation, copy-editing, proofreading and evaluation. Assist the Communications Officer in developing targeted nature and land management comms.
- 9. Monitor and evaluate Park Authority and National Park media coverage** and produce biannual reports on activity and outcomes, including monitoring ROI. Maintain an up-to-date media contacts database.
- 10. Manage media, publications and interpretation budgets** and lead on targeted media campaigns activity where required.

#### General:

- 11.** Contribute to the work of the Communications and Engagement team and the Park Authority as a whole, ensuring compliance with financial procedures.
- 12.** Contribute to the delivery of the National Park Partnership Plan and other strategic plans.
- 13.** Establish good working relations at manager level with partner organisations and stakeholders.
- 14.** Budgetary management including financial forecasting, budget reporting and procurement.
- 15.** Line manage staff to ensure efficient and effective delivery of the relevant parts of our Corporate and Operational Plans. Ensure effective performance of staff through implementing the performance management process (which includes establishing annual job plans and conducting six-weekly Performance Development Conversations), identify and help to meet training and development needs, identify and support equality needs, and implement health and safety procedures.
- 16.** To conduct other work as necessary. All post holders are required to be flexible with regards their job description so that the organisation can adapt to new opportunities and priorities over time.

#### Person specification: knowledge, experience and training

##### Essential:

- Experience of the media, gained in a press office environment or as a journalist or broadcaster, and a good understanding of this type of environment.
- Experience of delivering marketing and public relations campaigns to engage with identified target audiences.
- Proofreading and copyediting experience, ideally working on publications and / or interpretation projects.
- Excellent communication skills, both presentation and written, with the ability to persuade others to support Park Authority public relations activities and campaigns.
- Ability to interact confidently with different audiences and work in partnership with individuals from other organisations.

- Good proactive networker outside and inside the organisation.
- Initiative, vision and drive to develop the role and work of the team.
- Permission to work in the UK

**Desirable:**

- A degree or equivalent qualification in media, marketing, communications or equivalent.
- Good media contacts, including with media within or likely to be covering the National Park.
- Good appreciation of the workings of the public sector and the pressures and constraints under which organisations operate.
- Experience of using media monitoring and scheduling software, eg PR Gloop, Cision, Meltwater, Vuelio etc.
- Knowledge of (and passion for) key communications issues relating to the National Park.
- Knowledge of the Gaelic language.

Olly Davies, March 2024