



SCOTLAND'S CHARITY AIR AMBULANCE



PR and Media Officer

Location: Perth (Scone Airport) - Hybrid Working

Reports to: Marketing and Communications Manager

Hours: Full time — 37.5 hours per week

Salary: £32,000—£36,000

Benefits: Pension: 12% employer's & 5% employee's contribution (after 3 months' service)
Annual Leave: 36 days (incl. public holidays) + an extra day for your birthday (plus additional long service days)
Death in Service benefit: 4 times annual salary
Optional Private Medical Insurance plan and Cashplan
Employee Assistance Programme
Enhanced Maternity/Adoption/Paternity Pay
Access to Blue Light Card
Learning and Development opportunities
Hybrid Working

SCAA is a charity registered in Scotland (SC041845).

Working for Scotland's Charity Air Ambulance

Scotland's Charity Air Ambulance (SCAA) exists so nobody in Scotland suffers or dies because medical help cannot get there in time.

People can get sick or have accidents anywhere and anytime. But in Scotland there are places where urgent medical help cannot reach people. Or help gets there too late. And when lives are at risk every minute matters.

As a charity we rely on donations from the Scottish public, companies and communities to ensure that urgent medical help gets to the patient when it is needed, wherever they are and at whatever time of day.

We are seeking a confident media and communications professional to join our Marketing and Communications team and lead PR and media activity across SCAA. Reporting to the Marketing and Communications Manager, the successful candidate will secure impactful media coverage, manage press enquiries, build relationships with journalists and stakeholders, support and brief spokespeople, and develop compelling stories that showcase the charity's impact. Working collaboratively across the organisation, they will play a key role in delivering our communications strategy and increasing awareness, engagement and support for SCAA's mission.

This role will be based in Perth, at Scone Airport. SCAA supports flexible and hybrid working arrangements—our current approach typically includes two office days per week for those working on a hybrid basis. The usual hours of work will be Monday—Friday, 9am—5pm but it should be noted that this role will require the successful candidate to occasionally work at weekends and during the evenings. This role will also require the successful candidate to travel regularly to operational locations and media opportunities within Scotland, sometimes at short notice, and to undertake media on-call duties as part of a rotational rota.



PR & Media Officer

Scotland's Charity Air Ambulance

Our Ambition

No one in Scotland should die because help cannot get there in time.

Our Mission

To save lives through the urgency and quality of our response to time-critical emergencies.

Our Vision

To provide a valued, sustainable, leading edge national air ambulance service that is integral to emergency services in Scotland.



Our Ethos

Fast, professional, responsible, innovative, visible.



PR & Media Officer

Our Values

Excellence

We raise the bar through professionalism, ambition and innovation. We deliver an exceptional service that is compassionate, trusted and lifesaving.

Compassion

We treat people with compassion, respect and care, placing individuals and communities at the heart of every decision we make.

Commitment

We show commitment by working together with shared purpose, supporting each other and our communities to make a meaningful and lasting difference.

Trust

We build trust by being reliable, accountable and professional, acting with integrity and delivering safely when people need us most.



PR & Media Officer

About the role

As PR and Media Officer, you will:

- Lead SCAA's proactive and reactive media relations activity, identifying opportunities to raise awareness of the charity and its life-saving service.
- Build and maintain strong relationships with journalists, broadcasters and media outlets across Scotland to secure impactful coverage.
- Act as the first point of contact for media enquiries, coordinating interviews, filming opportunities and press activity across the organisation.
- Develop compelling press releases, features and media content that showcase SCAA's impact, fundraising and patient stories.
- Source and interview patients, crew members and supporters to create authentic stories that bring the charity's purpose to life.
- Brief and support senior leaders and spokespeople for media interviews and public-facing opportunities.
- Monitor, evaluate and report on media coverage and PR activity, providing insight to inform future communications.
- Work closely with colleagues across the charity to support campaigns, key organisational priorities and delivery of the new Marketing & Communications Strategy.

Please refer to the full job description for more information



PR & Media Officer

General responsibilities

- Maintain and improve competencies through continuous professional development.
- Work collaboratively with staff across the charity and key partners.
- Work effectively and efficiently to administration, communication, health and safety protocols and policies to ensure that organisational systems and procedures are implemented.
- Abide by organisational policies, codes of conduct and practice as described in the Staff Handbook.
- Treat with confidentiality any personal, private, or sensitive information about individual organisations and or schemes or staff etc.
- Perform other associated duties as may arise, develop, or be assigned in line with the broad remit of the post.
- Be prepared to travel throughout Scotland and occasionally beyond to meet the needs of the business.
- Expected to undertake media on-call duties as part of a rotational schedule.



PR & Media Officer

About you

Essential:

- Experience working in journalism, public relations, communications or a press office environment.
- A strong track record of securing positive media coverage and developing relationships with journalists and media outlets.
- Excellent writing and storytelling skills, with experience creating engaging content for print, digital and broadcast channels.
- Strong stakeholder management skills, with the confidence to work with senior leaders, spokespeople and external partners.
- Sound editorial judgement and the ability to communicate sensitive stories with empathy, professionalism and discretion.
- Highly organised, able to manage multiple projects and deadlines, and remain calm under pressure.
- A collaborative approach, with excellent interpersonal skills and the ability to build effective relationships across teams.
- Commitment to the values and mission of Scotland's Charity Air Ambulance, with the flexibility to travel across Scotland as required.

Please refer to the full person specification and job description for more information



PR & Media Officer

Join us!

Application

To apply for the role please email the following to **Susie Crocker** at Recruitment@scaa.org.uk

- your **CV and covering letter**— outlining your suitability for the role, your relevant experience, your motivations for applying and how you heard about this vacancy. We advise you to refer to the 'About You' section and use this to explain your suitability for the role.
- Equality, diversity and inclusion monitoring form (optional)

As an equal opportunities employer, SCAA is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join SCAA.

If you have any specific questions about the role then please contact:
David Lyon—Marketing and Communications Manager at d.lyon@scaa.org.uk.

Application deadline is 5pm on Sunday 4th October 2026.

Interviews

Interviews will take place at our base at Perth Airport in Scone during the week commencing 12th October 2026.



PR & Media Officer