

# JOB DESCRIPTION

|                |                                  |
|----------------|----------------------------------|
| POSITION       | Media and Communications Officer |
| REPORTS TO     | Marketing Communications Manager |
| DEPARTMENT     | Communications and Design        |
| DIRECT REPORTS | None                             |
| CONTRACT       | Permanent                        |

## VISION, MISSION AND VALUES

### Our Vision

A Scotland where all people value science and technology to inform decision making, empower individuals and enrich lives.

### Our Mission

To be an essential bridge between citizens and science and technology. To inspire people of all ages to explore and understand the world around them, to discover and enjoy science and understand its relevance to their own lives.

### Our Values

Are at the heart of our business and underpin all that we do. They define who we are, how we work, what we believe in and stand for.

- **We strive for excellence** to be the best we can be to make a positive impact on society.
- **We are inclusive** and want to make GSC a welcoming, respectful and supportive community for everybody.
- **We innovate** by being proactive, inquisitive and always ready to learn and improve.
- **We collaborate** to build relationships with our community to empower and support lifelong learning together.

## ROLE PURPOSE

### COMPANY CONFIDENTIAL

0141 420 5000 | glasgowsciencecentre.org  
50 Pacific Quay | G51 3EA

Glasgow Science Centre is looking for someone to deliver our media and public relations activity and take a proactive approach to increasing the profile of the organisation across consumer, stakeholder and education communications to support the organisation's strategic plan.

This person would be line managed by the Marketing Communications Manager and work closely with leadership and senior management to produce engaging content for a variety of channels, lead the delivery of our stakeholder strategy and manage our corporate communications including stakeholder e-newsletter and social media (predominately LinkedIn) alongside proactive external partner and media relations activity.

## KEY RESPONSIBILITIES

- Write and distribute corporate and consumer press releases, considering tactics and tools that could be used to make stories stand out and offer the greatest opportunity for earned coverage.
- Work with leadership and senior management to support the development and delivery of the organisation's stakeholder and STEM Learning Pathway communications strategy.
- Create content and manage the stakeholder e-newsletter distribution and company LinkedIn profile.
- Liaise with partners and funders to develop shared content and communications in support of various partnership projects and initiatives including, but not limited to, case studies, photocalls, press releases, quotes and testimonials.
- Proactively write thought pieces for Glasgow Science Centre alongside the senior team and distribute to relevant press outlets both locally and nationally and to trade press.
- Work with the Science Learning team to create case studies for stakeholders and partners and support future funding applications.
- To work with colleagues in the communications and design team to support creation of engaging and inspiring content to further enhance Glasgow Science Centre's charity profile, vision and mission.
- Cultivate positive relationships with key news and trade media contacts.
- Where necessary, manage external PR agencies to produce successful campaigns that raise the profile of Glasgow Science Centre for business and consumer audiences.

- Analyse, interpret and report monthly on media coverage and proactively look for opportunities.
- Be the lead contact for media enquiries and coordinate timely and appropriate responses.
- Be the on-site liaison for visiting photographers and media, ensuring procedures are followed with regards to health and safety and permissions.
- To give editorial suggestions and provide rigorous proofing for all communications activity.
- To support HR to deliver internal communications; sourcing, creating and managing content and using creative, dynamic ways to bring it to life.
- Deliver other Glasgow Science Centre communication activity as required e.g. events, speeches, presentations, publications, planning and writing reports and submissions for national and international awards.
- To implement the GSC 5-star Customer Service promise. Offer a fun, safe and welcoming environment to all customers.
- To work within the guidelines of GSC’s Health and Safety policy and procedure.
- To provide an integrated, coordinated and professional level of service to our customers and clients at point of contact
- To carry out other reasonable duties/tasks as required, delivering and meeting the objectives of your team and Glasgow Science Centre.

**PERSON SPECIFICATION**

| Qualifications, Skills, Experience and Knowledge   | Essential | Desirable |
|--|-----------|-----------|
| Relevant degree level qualification  | X         |           |
| Experience in a PR and media relations role, in a client or agency environment                                   | X         |           |
| Experience in education, charity, STEM related or tourism/hospitality industry sectors                           | X         |           |
| Demonstrable track record of leading and delivering against goals set in public relations campaigns              | X         |           |
| Excellent writing, editing and proof-reading skills and strong ability to communicate in the right tone of voice | X         |           |

|   |   |   |
|---|---|---|
| Excellent interpersonal and relationship building skills  | X |   |
| Ability to multi-task across several projects and work to tight deadlines as well as the ability to work autonomously to manage, deliver, and evaluate project work | X |   |
| Experience in managing media and stakeholder events   |   | X |
| Familiarity with web-based platforms such as Mailchimp, Metricool,  |   | X |
| Knowledge of contacts database management   |   | X |
| Experience in crisis communication management   |   | X |

### Personal Qualities

- A high degree of commitment to GSC's vision, mission and values
- Confident and diplomatic with strong communication and presentation skills
- A passion for excellence, creativity and innovation.
- A generator of new ideas.
- Ability to work as part of a team as well as independently.
- Ability to make decisions and take the initiative.
- Ability to react to changing priorities in a fast-paced dynamic work environment.
- Ability to manage a complex and varied workload to tight deadlines.
- Ability to analyse information quickly, methodically and efficiently.
- Exemplary attention to detail and accuracy.
- Results driven

- Availability and willingness to work extended hours, including evenings, weekends, holidays and be on call as necessary.