

## PRESS & COMMUNICATIONS OFFICER

Reference No.	A4533	Type	Individual
Service	Fife Cultural Trust		
Job Family	Professional 1	Grade	FC07

### Purpose

The Press and Communications Officer's role is pivotal to the future success of Fife Cultural Trust (ONFife) and works directly with the CEO and Management Team. The role is responsible for the development and delivery of our internal and external communications.

As the main press and media contact & spokesperson, the role provides advice, support and guidance to staff across the Trust.

In order to maximise media interest and coverage for ONFife's events, services, brand, charitable aims and vision, a large proportion of the role involves generating stories, content and copywriting for press, social, digital and internal channels.

<b>Task or Responsibility</b> - For this role, there is an expectation that all, or a combination, of the following will be undertaken:	<b>Person Specification: Skills, Knowledge, Qualifications or Experience</b> - Criteria can apply to more than one task or responsibility	<b>E</b>	<b>D</b>
<ul style="list-style-type: none"> <li> <b>Delivering ONFife’s media service</b> and managing relationships with journalists - answering enquiries on behalf of the Trust, implementing our digital and print news strategy including social media, and events listings and promotion and attending events as required when media in attendance; researching and developing ideas for event and exhibition PR campaigns; working with programming and service development teams and visiting press company departments to produce press releases about Fife Cultural Trust’s project and events; arranging interviews, launches and devising and coordinating photo and filming opportunities. Responding out of hours when required.           </li> </ul>	<p>Experience writing press releases and liaising with journalists</p> <p>Good time management skills including the ability to keep several projects in operation at any one time</p> <p>Excellent attention to detail</p> <p>Good sense of what makes a news story</p> <p>Ability to work to tight deadlines</p> <p>Excellent communication and interpersonal skills</p> <p>Proactive &amp; able to use own initiative</p> <p>Planning and organisational skills</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	
<ul style="list-style-type: none"> <li> <b>Providing expert professional advice</b> and guidance on communications strategy, policy and evaluation to the CEO and Management Team ensuring any potential reputation risk identified to management; that protocols with Fife Council are adhered to and liaising with Fife Council Communications Team where appropriate.           </li> <li> <b>Developing ONFife’s communications policies &amp; strategies:</b> working with the Customer Engagement Manager and Executive           </li> </ul>	<p>Experience (3+ years) in a media or PR or communications environment.</p> <p>Experience in creation media strategies</p> <p>Degree or equivalent in relevant discipline</p> <p>Experience in the cultural sector</p> <p>Internal Communications experience</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p></p> <p></p>	<p></p> <p></p> <p></p> <p>✓</p> <p>✓</p>

<b>Task or Responsibility</b> - For this role, there is an expectation that all, or a combination, of the following will be undertaken:	<b>Person Specification: Skills, Knowledge, Qualifications or Experience</b> - Criteria can apply to more than one task or responsibility	<b>E</b>	<b>D</b>
<p>Team lead on development of our internal communications, media relations &amp; crisis management policies and strategies.</p> <ul style="list-style-type: none"> <li>• <b>Coordinating and delivering strategic communications projects and packages of work</b> across the Trust and with other stakeholders as required. Generating all corporate releases; fostering community and political relations; sourcing and managing speaking and sponsorship opportunities; liaising with sponsors on media matters and fulfilling the media requirements specified in sponsorship contracts;</li> </ul>	<p>Professional membership of a relevant professional body</p> <p>Problem solving ability &amp; good judgement</p> <p>Displays a pro-active approach to continuous personal development</p>	<p>✓</p>	<p>✓</p> <p>✓</p>
<p><b>Internal Communications</b></p> <ul style="list-style-type: none"> <li>• <b>Providing internal communications support:</b> writing and editing copy for internal communications including weekly staff bulletin and quarterly newsletter as well as regular updates and engagement with Facebook workplace and the new intranet.</li> <li>• <b>Creating and copywriting ONFife’s annual report</b></li> </ul>	<p>Highly skilled at editorial, copywriting and proof-reading</p> <p>Internal Communications experience</p> <p>Up-to-date knowledge of social media tools</p>	<p>✓</p>	<p>✓</p> <p>✓</p>
<p><b>Customer Focussed Comms</b></p> <p>Supporting Marketing Officers with copywriting and editing copy for print (including season brochure) and digital. Working with other members of the Marketing Team to prioritise, develop and deliver marketing plans and strategies for Fife Cultural Trust’s programme of activities.</p>	<p>Excellent communication and interpersonal skills</p> <p>Highly skilled at editorial, copywriting and proof-reading</p> <p>Flair and imagination</p> <p>Up-to-date knowledge of social media tools</p> <p>Knowledge of the arts and culture sector</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	

## Role Profile

<ul style="list-style-type: none"> <li>• <b>Critically assessing the effectiveness</b> of ONFife’s communications, including comprehensive recording and reporting of media coverage (currently via Meltwater system); weekly updates and quarterly reporting and benchmarking.</li>   <li>• <b>Delivering effective presentations</b> and produce reports and other documentation as required.</li> </ul>	Evidence of CPD  Previous experience of media monitoring tools	✓	✓
<ul style="list-style-type: none"> <li>• <b>Participating in and encouraging professional development</b></li> </ul>			
Undertaking all other duties as required for the role. Duties will be in line with the grade.			

<b>Type of Protection of Vulnerable Groups Scheme (PVG Scheme) or Disclosure Check required</b>	
<p><b>Before confirming appointment:</b> You may be required to obtain PVG scheme membership or a Disclosure check. Please refer to the job advert for clarification of the specific requirement.</p>	
<b>Additional Information – the following information is available</b>	<b>Expected Behaviours – It is essential that you display the following behaviours as they are expected of all our employees:</b>
<ul style="list-style-type: none"> <li>• Skills Framework (if applicable)</li> <li>• <b>How</b> we work matters</li> </ul>	<ul style="list-style-type: none"> <li>• Take Ownership</li> <li>• Focus on Customers</li> <li>• Work Together</li> <li>• Embrace Technology &amp; Information</li> <li>• Deliver Results</li> </ul>