



JOB DESCRIPTION & PERSON SPECIFICATION

POST:	PR and Media Officer
LOCATION:	Hybrid (Perth) / Minimum 2 days in the office
RESPONSIBLE TO:	Marketing and Communications Manager
HOURS:	Full-time 37.5hrs per week

ROLE PURPOSE

The PR and Media Officer is responsible for leading and delivering Scotland's Charity Air Ambulance's media relations and PR activity, helping raise awareness of the charity's purpose, impact and fundraising in line with the Marketing and Communications Strategy. The role builds and maintains strong relationships with media outlets, secures impactful coverage, and identifies opportunities to enhance SCAA's reputation and profile across Scotland. The postholder will manage proactive and reactive media engagement, support and brief spokespeople, and deliver compelling stories that showcase the impact of SCAA's life-saving service. Through effective media relations and communications activity, the role will support brand awareness, stakeholder engagement and fundraising objectives, helping the charity ensure no one in Scotland dies because help can't get there in time.

KEY RESPONSIBILITIES

Media Relations

- Source new PR and media opportunities across broadcast, digital and print to amplify key messages of SCAA and generate new coverage.
- Act as the first point of contact for all proactive and reactive media enquiries and opportunities, ensuring timely and effective responses and coordination of media activity across the organisation.
- Manage the planning, coordination and delivery of broadcast interviews, filming opportunities and media productions involving SCAA, to maximise opportunities to increase awareness, engagement and understanding of the charity's work and impact.

- Build and develop strong relationships with media outlets and journalists to ensure SCAA remains the authority voice with media and within the sector.
- Establish excellent stakeholder relationships and communications with key service delivery partners to facilitate the timely sharing of information, support coordinated communications activity, and ensure consistent messaging.
- Lead on delivery of all media launches in line with promotional requirements.
- Support the implementation of crisis communications plans to provide PR and media response resilience for charity.
- Ensure the effective briefing of all SCAA spokespeople including senior leadership for media interviews and events to promote clear, consistent and impactful messaging and to protect and enhance the charity's reputation.
- Monitor media coverage and emerging issues, evaluate the reach, quality, sentiment and outcomes of PR activity, and provide regular insight and recommendations to improve future communications.

Content Creation

- Writing and sourcing of information of all press releases across the charity ensuring content is accurate, engaging and aligned with key charity messages and priorities.
- Interviewing and sourcing patient stories that bring the charity's purpose to life, while expanding the patient story database, ensuring stories are gathered ethically, and all appropriate safeguarding, consent and data protection measures are adhered to.
- Interviewing and sourcing crew stories and mission content, while building and maintaining strong relationships with operational crew members, in collaboration with the Digital Communications Officer.
- Oversee and coordinate all external media photoshoot and videography requirements across the charity, acting as the primary point of contact and ensuring opportunities are maximised.
- Writing, editing and proofing articles and publications, including the *Your SCAA* newsletter, Annual Review and award entries, ensuring content is accurate, engaging and aligned with the team and brand priorities.
- Develop and support new initiatives such as influencer and ambassadorial programmes, aligned with Marketing and Communications Strategy.

Stakeholder Communications, Reporting and Collaboration

- Work collaboratively with the Marketing Communications Manager, Marketing Communications Officer and Digital Communications Officer to maximise communications effectiveness across all channels.
- Proactive media planning, supporting the delivery of the Marketing and Communications Strategy with appropriate timelines and reporting.
- Support the PR, media and promotional requirements of organisational priorities, campaigns and departmental strategies, helping to maximise awareness, engagement and impact across SCAA.
- Develop effective internal communications processes for sharing of all key PR and media activity across all departments.

GENERAL RESPONSIBILITIES

- Maintain and improve competencies through continuous professional development.
- Work collaboratively with staff across SCAA and with external stakeholders.
- Work effectively and efficiently on areas of administration, communication, health and safety and people 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.
- Always operate in a professional way, dealing with issues in the most appropriate way, in keeping with a nationally recognised Scottish charity.
- Treat with confidentiality any personal, private or sensitive information about individual organisations and or schemes or staff etc.
- Carry out 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.

Any additional duties will normally be to cover unforeseen circumstances or changes in work and will usually be compatible with the regular type of work. If an additional task or responsibility becomes a regular or frequent part of the job, it will be included in the job description in consultation with the post holder.

AREA	ESSENTIAL	DESIRABLE
Qualifications	• Degree-level qualification in journalism, public relations, communications or a related discipline, or equivalent demonstrable professional experience.	• Membership of, or active engagement with, a relevant professional body such as the Chartered Institute of Public Relations or National Union of Journalists.
Experience & Knowledge	• Proven experience working in journalism or an in-house press office setting, with an excellent knowledge of media timings. • Strong ability to produce successful written content for media outlets and across a varied number of channels including print, digital and broadcast. • Strong experience in managing and influencing media relations and stakeholders, with an existing healthy network of contacts in	• Good understanding of the charity and fundraising landscape in Scotland or further afield. • Experience of communications within an emergency services, healthcare, aviation or other safety-critical environment. • Experience of supporting crisis communications, issues management or reputational risk activity in a fast-moving

	the Scottish media industry. • Strong experience in producing productions and video materials for broadcast and/or online. • Good understanding of media compliance landscape and patient/data confidentiality protocols.	environment.
Skills & Competencies	• Excellent interpersonal skills with the ability to work independently and collaboratively across teams. • Ability to articulate written copy into clear and impactful communications for differing audiences • Sound editorial judgement and the ability to handle sensitive, distressing or confidential information with empathy, discretion and appropriate professional boundaries. • Strong understanding of film and video production process with ability to brief, interview edit and produce in line with tone and design guidelines • Exceptional attention to detail across communications touchpoints and sign off processes. • Strong organisational skills and calm under pressure with ability to manage multiple projects concurrently with competing deadlines. • Good eye for effective visual communications including impactful photography. • Confident use of media monitoring, journalist database, analytics and content management tools, with the ability to learn new communications platforms quickly.	• Practical experience of basic photography, video or audio capture and editing for digital and social media use. • Experience of adapting PR content for websites, social media and other digital channels, including responding appropriately to emerging online conversations. • Experience of delivering media training or coaching spokespeople for broadcast, print and digital interviews.
Other	• Curious about the modern media landscape and keen to advance learning and	

	development opportunities. • Commitment to the mission, values, and ethics of the charity sector. • Able to travel regularly throughout Scotland, including to operational locations and media opportunities at short notice. Therefore, the ability and willingness to travel independently is required.	
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