



HISTORIC
ENVIRONMENT
SCOTLAND

ÀRAINNEACHD
EACHDRAIDHEIL
ALBA

Senior Media Campaigns Co-ordinator

Closing Date: Monday 19 June 2023, Midday

Expected Interview Date: W/C 26th June 2023

Recruitment Reference:

HES/23/104

Starting Salary:

£36,018 per annum

Salary Range:

£36,018 - £41,866 per annum

Pay Band:

D

Directorate:

Marketing and Engagement

Location:

Longmore House

Line Manager:

Christina Kelly

Contract Type:

Fixed Term – 12 months

Working Hours:

Full time (37 hours per week)

Thank you for your interest in the post of Senior Media Campaigns Co-ordinator with Historic Environment Scotland, based at Longmore House. This is a 12 month fixed term and pensionable appointment.

This role will sit within the Corporate Communications team in the Marketing & Engagement Directorate and will involve co-ordination of our overarching proactive output to media, as well as reacting to media enquiries as required.

This will include the delivery of core content aligned to our Corporate Plan **'Heritage for All'**, to existing and developing audiences, against key projects, campaigns and agendas.

About us

We are the lead body for Scotland's historic environment; a charity dedicated to the advancement of heritage, culture, education and environmental protection. We're at the forefront of researching and understanding the historic environment and addressing the impact of climate change on its future. We investigate and record architectural and archaeological sites and landscapes across Scotland and care for more than 300 properties of national importance. We have a People Strategy, which is an overarching strategy to ensure we support and develop staff within the organisation.

Our Vision

Our vision is that Scotland's historic environment is cherished, understood, shared and enjoyed with pride by everyone.



Our Priorities

- The historic environment makes a real difference to people's lives
- The historic environment is looked after, protected and managed for the generations to come.
- The historic environment makes a broader contribution to the economy of Scotland and its people
- The historic environment inspires a creative and vibrant Scotland
- The historic environment is cared for and championed by a high performing organisation.

Overview of the post and information about the team

Corporate Communications is a central, strategic resource which manages, protects and promotes the reputation of the organisation, its services and staff.

Corporate Communications has responsibility for delivering the vision and success of the organisation via the corporate narrative, key messages and content to diverse target audiences through the most effective communications channels to support the direction and delivery of the organisation, its strategies and its role as the lead public body for the historic environment.

We have a multi-functional and fully integrated communications service covering digital communications, public affairs, media relations and PR, stakeholder engagement and analysis, community relations, photography and film production and the management of promotional filming at our sites and our photographic library.

The Post:

As Senior Media Campaigns Coordinator, you will play a role in coordinating proactive external media activity for the organisation and identifying timely, relevant content which delivers our wider narrative as Scotland's lead heritage body against priority areas.

With a strong understanding of the communications mix and how different media relations tactics can be used strategically to effectively promote our activities and messages to our diverse audiences, you will play a role in helping to create and coordinate delivery of our communications strategy and directorate communications plans. A background in planning, including audience segmentation and commissioning and analysing research would be advantageous.

Although focussed on external communications and media in particular, you will be expected to work closely across all areas of communications across the wider team, as well as with colleagues within internal communications, to ensure content is managed across all of our channels.

Your post will involve a significant degree of planning of diverse communications activities to support our Corporate Plan, *Heritage for All*, as well as the ability to identify and highlight creative solutions to tell our collective and individual HES story to different audiences.



We are looking for an individual with enthusiasm and skill who can create innovative and effective communications projects and co-ordinate activities with clearly demonstrated outcomes.

You should also be able to demonstrate strong planning skills, ideally with experience of working in a busy communications office.

Key responsibilities, duties and objectives

- Strategic co-ordination of media campaigns aligned to our Corporate Plan and Annual Operating Plan, including building awareness of and engagement with key corporate ambitions.
- Develop, plan and co-ordinate proactive and targeted media campaign ideas (corporate and consumer), aligned to our corporate narrative and priority areas – economy, climate change, skills/education and training.
- Co-ordinate media campaigns which provide opportunities for greater profile, engagement and growth across our diverse and growing audience base – both regionally and nationally that meet directorate objectives.
- Handle inbound media enquiries as required to support the team, researching and drafting responses to journalists.
- Commission external qualitative and quantitative research to assist with communications campaigns and assist with evaluating campaign effectiveness, including integrating analytics from online activity.
- Support the co-ordination and delivery of the Communications Strategy and individual directorate communications plans, as well as its integration and support for other Marketing and Engagement Directorate strategies, including marketing, retail, learning & outreach.

Post Competencies

You will be assessed against these competencies during our selection process.

Core Competencies:

- Delivering Excellent Service – Demonstrating a commitment to quality services.
- Teamwork - Contributing to and supporting working together.
- Planning and Organising - Putting plans and resources in place to achieve results.
- Communication - Communicating appropriately and clearly.
- Knowledge & Expertise - Applying and developing knowledge and expertise to achieve results - (See below for specific criteria).

Management Competencies:

- Achieving results - Focusing on the delivery of objectives.
- Leading a Team/Project/Task – Focusing on leading a Team/Project/Task or developing people.



Knowledge, skills and experience

You will be required to demonstrate that you meet the requirements and qualifications below as part of the selection process.

Essential requirements:

- Strong strategic overview, with the ability to co-ordinate campaigns that reflect the broader corporate narrative of HES.
- Experience dealing with journalists responding to both inbound media enquiries and 'selling in' proactive campaign stories.
- Excellent project management and organisational skills and attention to detail, from planning and implementation to reporting.
- Sound knowledge and experience of strategic stakeholder communications and how they interact and can be used to best effect.
- Ability to co-ordinate integrated communications campaigns and identify the best channels to reach key audiences.
- Experience commissioning and analysing qualitative and quantitative research for public relations activity.
- Ability to manage several strands of communications activity simultaneously to deadlines.
- Must have relevant and recent experience of working in a communications or marketing environment.
- Strong written and verbal communications skills.

Desirable requirements:

- Experience in audience segmentation techniques and collating and analysing data, including online analytics.
- Relevant communications or project management qualification.



What we offer

We welcome applications from all nationalities, ensuring that they have the right to work in the UK and applying for a job with us could open the door to a unique work environment. It could also give you job satisfaction and excellent development opportunities, plus a competitive salary, 25 days paid holidays (rising to 30 days after 5 years' service) and 11.5 public holidays a year – pro rata for part time staff.

In addition we offer a great benefits package to our employees which includes:

- flexible working hours (where appropriate)
- special leave
- maternity/paternity leave
- adoption leave
- reimbursement for relevant professional subscriptions
- support for further education and personal development
- study leave for work related courses
- access to a learning resource centre

Health and welfare

We offer you access to:

- our Employee Assistance Programme – for confidential advice and counselling
- an occupational sick pay scheme
- discounts at some local authority leisure facilities
- interest free loans for bicycles and annual travel passes (see 'season ticket' below)
- reasonable adjustments when needed, as part of our Equalities policy

Staff discounts

You will receive:

- free entry to all of our properties (with up to three guests)
- free entry to English Heritage, Manx and Cadw properties
- 20% off purchases in our retail outlets

Season tickets

You can receive an advance to help with the cost of buying an annual season ticket for travel between home and work. The advance is then repaid from your salary over the life of the season ticket. Available to all permanent and fixed-term staff.



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How to apply for this post

You can apply on-line by visiting our website at <https://applications.historicenvironment.scot/>

We are looking for you to complete a statement of competence looking at the essential and desirable requirements of this role.

Guidance on completing the application can be found in the 'Guidance notes for applicants' document, also available at the above website, which we recommend that you read, in conjunction with this Job Description.

Your application must arrive by the advertised closing date. Please note that when applying online, we will only be able to see your application once you fully submit it.

If you are unable to complete an online application form, please email recruit@hes.scot, quoting the job title and recruitment reference, and we will arrange for an application form to be sent to you.

Please note that, as we operate an electronic recruitment system, we will contact you via the email address that you provide in your application to inform you of the outcome of your application.

For further information about the post, please contact Christina Kelly at christina.kelly@hes.scot

Thank you.

Human Resources
Historic Environment Scotland