

## **JOB DESCRIPTION**

### **Communications Manager (PR)**

#### **ABOUT US**

Scotland Food & Drink (SF&D) is the industry leadership organisation tasked with driving responsible growth for the sector. We are a membership organisation with over 400 companies at our heart. The industry strategy - which we lead - Ambition 2030, aims to double the value of the country's farming, fishing, food and drink industry to £30 billion by 2030.

The communications and marketing team at SF&D has a wide reaching and intertwined purpose: to project and protect the reputation and work of Scotland Food & Drink, demonstrating our commitment to, and the importance of, collaboration with our industry partners, the Scottish Government and public sector stakeholders. We also lead on the communications plan to support the work of the UK Market Development Team.

We work collaboratively with our colleagues (both within SF&D and the wider SF&D Partnership) to raise awareness and support the ambition of the industry - our members and our partnership - through key flagship events, membership communications and promoting the market development and leadership work of SF&D and the wider partnership.

Our focus is to communicate the competitive edge SF&D and its partners deliver to support the continued and responsible growth of the food and drink industry.

#### **JOB SUMMARY**

Reporting to, and working closely with, the Communications and Marketing Director, you will be responsible for developing and implementing our PR and media strategy, building our reputation and ensuring effective media coverage. You will draft or oversee the creation of media releases (working with our PR agency) and create content on social media, forge relationships with journalists and key influencers and manage the response to 'crisis' situations.

You will be able to work both independently and as part of our small and incredibly busy Marketing and Communications team. You will work closely with our CEO, our senior management team, PR Agency and key stakeholders to raise the profile of Scotland Food & Drink and promote the work of the Scotland Food & Drink Partnership.

## MAIN DUTIES

- Build and maintain regular contact with journalists across all platforms, including trade press and food and drink bloggers, and to work to maximise the value of these relationships.
- Use a range of appropriate methods for example, drafting press releases, quotes, comment pieces, web copy, media briefings, pitching to journalists, identifying and supporting spokespeople, writing articles for blogs and social media, in order to achieve maximum positive coverage for Scotland Food & Drink.
- Deal with breaking news and reputation/crisis issues as part of routine media management including out-of-hours cover, when necessary.
- Contribute to regular and accurate media monitoring through collection and analysis of data and reporting through tools such as Meltwater.
- Provide media training and support to the wider team.
- Work with colleagues in the Communications and Marketing team to support marketing and social media campaigns.
- Leading on the PR element of our annual Scottish Food & Drink Fortnight.
- Work closely with the Communications and Marketing Manager to plan and integrate activity into wider communications and membership engagement activity.
- Work with the Scotland food & Drink Partnership Communications Group to raise the profile of the work of the Partnership and the Scottish Government in supporting and championing the Scottish food and drink sector.
- Raise the profile of the work of the UK Market Development Team, to drive awareness and engagement with members and potential members and help deliver our reputation.
- Raise the profile of our associations; The Brewers Association of Scotland (TBAS) and the Scottish Distillers Association (SDA) to key stakeholders.
- Promote our flagship events including Leadership Dinners, Annual Conference and our Excellence Awards.
- Work with the BEMs to promote best practice case studies of our members within the areas of Climate Change, employment, export etc.
- Work with the Strategy and External Affairs Director to support the work of the Partnership and Scottish Government in driving sustainable, responsible growth for the sector and raise awareness of our leadership role to key Scottish and UK stakeholders.

## ESSENTIAL SKILLS AND EXPERIENCE

- Pitching to journalists
- Drafting and dissemination of press releases and quotes
- Media relationship management
- Monitoring and analysis of coverage
- Strong news sense and understanding of Scottish and national press
- Articulate with a creative flair both in writing and idea generation
- An enthusiastic can-do attitude with an ability to multi-task
- Outstanding planning and project management skills
- Stakeholder management

A degree in Communications/PR or Journalism is essential.

## TERMS

- Salary dependent on experience
- Annual Leave entitlement 25 days (plus 10 bank holidays)
- Working hours 35 hours per week, but flexibility required
- Location. Currently sustained home working. But usually office based at Newbridge, Edinburgh