



*Reviewed August 2021*

## **JOB DESCRIPTION**

**Post title:** Public Affairs and Communications Executive

**Responsible to:** Senior Public Affairs and Communications Officer

**Salary Grade:** Operational 2 (salary range £22,901 to £25,278)

**Hours:** 35 hours per week

### **JOB SUMMARY:**

To provide an effective service within the public affairs and communications team of Universities Scotland, a membership organisation representing Scotland's 19 higher education institutions. Reporting to the Senior Public Affairs and Communications Officer, the post holder will be responsible for tasks in all areas of public affairs and communications and play an important role in ensuring Universities Scotland works to influence the Scottish and UK Governments, Parliaments, media and other stakeholders in the interests of our membership.

### **Main responsibilities**

The post will support the public affairs function by assisting with:

Support for Parliamentary engagement:

1. Provision of a Parliamentary monitoring service of Holyrood and Westminster and preparation of briefings for members of Universities Scotland, who are the leaders of all 19 Scottish higher education institutions.
2. Parliamentary liaison, including support with preparing briefings for politicians, submissions for consultation, responding to enquiries from politicians.
3. Responsibility for the secretariat of the Cross-Party Group on Universities and Colleges.

Media and communications:

4. Media relations, including responsibility for media monitoring and the drafting of press lines and releases under supervision.
5. The development and analysis of data, information and case studies as necessary to inform Universities Scotland's public position.
6. Responsibility for developing and maintaining Universities Scotland's online and social media profile and the online management of campaigns.

Event management:

7. A lead role in organising and coordinating meetings and events of varying size and format (including online) and profile including fringe events at party political conferences, media events and Universities Scotland's annual Parliamentary events at Holyrood and Westminster.

The post holder will undertake any other such duties or general tasks and hours of work as may reasonably be required and to work occasionally in other locations.

This job description will be reviewed and amended in the light of changing professional demands. A job description is not a rigid or inflexible document but acts to provide guidelines to the duties expected while in post.



## PERSON SPECIFICATION

**Post title: Public Affairs and Communications Executive**  
**Directorate: Universities Scotland**

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| <b>Essential/<br/>Desirable<br/>Criteria</b> | <b>QUALIFICATIONS AND TRAINING</b>   |
| <b>A</b>                                     |  |
| <i>Desirable</i>                             | A degree or equivalent SCQF qualification at level 9 or 10 (e.g. Ordinary or Honours Degree)   |
| <b>B</b>                                     | <b>WORK BACKGROUND AND EXPERIENCE</b>  |
| <i>Essential</i>                             | Experience of working in public affairs or media relations   |
| <i>Desirable</i>                             | Experience of working in a relevant political environment.   |
| <b>C</b>                                     | <b>SKILLS AND APTITUDES REQUIRED</b>   |
|  | <b>Communication oral and written</b>  |
| <i>Essential</i>                             | Excellent written and oral communications skills. Specifically, the ability to understand the needs of different audiences, and the ability to interpret complex policies and data to a non-expert audience. |
| <i>Desirable</i>                             | Evidence of copy writing, editing and proofing with fine attention to detail.  |
|  | <b>Interpersonal and Team working Skills</b>   |
| <i>Essential</i>                             | Ability to work co-operatively in teams, and with different kinds of people, contributing to team decisions and maintaining team relationships by supporting others.   |
| <i>Essential</i>                             | Confident and effective in working with colleagues and personnel at all levels, including senior staff/stakeholders.   |
|  | <b>Planning and Organisation</b>   |
| <i>Essential</i>                             | Ability to plan and manage one's own time, deal with multiple projects, potentially conflicting priorities and to deliver work to deadlines.   |

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| <i>Essential</i> | <p><b>Problem Solving</b></p> <p>Experience of using initiative proactively to identify opportunities for Universities Scotland and to problem-solve.</p> |
| <b>D</b>         | <b>SPECIALIST KNOWLEDGE REQUIRED</b>  |
| <i>Essential</i> | <p><b>Sector Awareness</b></p> <p>Knowledge of and/or interest in politics and current public policy agendas.</p>   |
| <i>Essential</i> | <p>Knowledge of and/or interest in, higher education issues.</p>  |
| <b>E.</b>        | <b>OTHER</b>  |
| <i>Desirable</i> | Sensitivity to the political context and to working in a membership organisation.   |
| <i>Essential</i> | Good IT skills.   |
| <i>Desirable</i> | Good numeracy skills.   |