JOB DESCRIPTION

POSITION  PR and Communications Coordinator

CONTRACT  Full-time, Permanent

SALARY  £26,566 - £30,149

RESPONSIBLE TO  Communications Manager

RESPONSIBLE FOR  No direct reports

ROLE OVERVIEW

We’re looking for someone to lead GSC’s PR and media presence and take a proactive approach to increasing the profile of the organisation across public, stakeholder and education markets to support our corporate strategy.

You will work directly with the CEO to plan, manage and implement Stakeholder communications and support all Communications activities in the development of Public, Stakeholder and Education markets in line with GSC Corporate Strategy. Acting as the primary operational contact for PR/Communications activity at GSC, including liaison with external PR agencies when appropriate.

RESPONSIBILITIES

- Write and distribute press releases as necessary across public, stakeholder and education news outlets.
- Work with the Executive Team and Marketing Manager to develop a communications strategy aligned to Glasgow Science Centre’s corporate strategy to engage both external and internal stakeholders.
- Represent the PR function on the Crisis Management Team.
- Proactively write thought pieces for GSC on a monthly basis alongside the senior team and distribute to relevant press outlets both locally, nationally and to trade press.
- To develop and nurture positive relationships with key media contacts.
- Where necessary, manage external PR agencies to produce successful campaigns that raise the profile of GSC, to increase visitor numbers and increase positive sentiment.
- Analyse, interpret and report monthly on media coverage and proactively look for opportunities.
- Maintain knowledge of the most up to date PR and communications practices and share this knowledge with staff to increase learning of others in communications fields.
- Support Marketing Manager in production of communications/marketing materials for public, stakeholder and education audiences.
- Be the primary contact for photographers and media outlets visiting GSC and if required, operate an out of hours press office.
- Support the Digital Communications Coordinator in writing copy for web pieces, blog posts, email newsletters and thought pieces.
- Support Marketing Executive on management of listings and What’s On opportunities to ensure maximum exposure for GSC events in these channels.
- To give editorial suggestion and provide rigorous proofing for promotional literature and digital platforms.
- To implement the GSC 5-star Customer Service promise. Offer a fun, safe and welcoming environment to all customers.
- To work within the guidelines of GSC’s Health and Safety policy and procedure.
- To carry out other reasonable duties/tasks as required, to deliver and meet the objectives of your team and GSC.

**PERSON SPECIFICATION**

**Qualifications, Skills & Experience:**
- Degree level qualification.
- Experience in a similar role, client or agency environment.
- A demonstrable track record of tenacity and delivery against goals.
- Experience of working in a fast-paced environment.
- Exceptional writing skills.
- Effective communication skills.
- A people person.
- Ability to prioritise and work to tight deadlines.
- Ability to multi-task, get under the skin of projects and manage time effectively.

**Personal Qualities:**
- A high degree of commitment to GSC’s science mission, vision and values/
- A great team player who enjoys working with different departments and people across an organisation.
- Curious and interested to dig that little bit deeper to gather required information pertinent to your work.
- Ability to prioritise and work to tight deadlines.
- A quick learner.
- A flexible approach to meet overall deadlines and needs of GSC

**APPLICATION PROCESS & CONTACT DETAILS**

To apply please forward an application form to recruitment@glasgowsciencecentre.org
Application forms can be downloaded from our website: glasgowsciencecentre.org
Postal address: Human Resources, Glasgow Science Centre, 50 Pacific Quay, Glasgow, G51 1EA