



## VACANCY COMMUNICATIONS OFFICER

### COMMUNICATIONS OFFICER (SECONDMENT OPTION AVAILABLE)

#### JOB DESCRIPTION

Job Title: Communications Officer

Grade: 5

Location: Golden Jubilee National Hospital, Clydebank (*currently remote*)

Hours: Full time (35 hrs)

Length: 1 year fixed term with possible extension

#### Purpose

To plan, coordinate and deliver high quality, engaging content on behalf of [NHS Research Scotland \(NRS\)](#) and [Scottish Health Innovations \(SHIL\)](#). Working in an exciting area of health research and innovation, this role is responsible for informing, explaining and engaging with a diverse audience group including healthcare professionals, researchers, patients, public, staff and partners.

#### Background

Scottish Health Innovations Ltd (SHIL) works in partnership with NHS Scotland to identify, protect, develop and commercialise healthcare innovations to improve patient care. NHS Research Scotland (NRS) is a partnership involving Scottish NHS Boards and the Chief Scientist Office (CSO) of the Scottish Government, managed under contract by SHIL, ensuring NHS Scotland provides the best environment to support clinical research.

Both SHIL and NRS Central Management Team are funded via a grant from the [Chief Scientist Office \(CSO\)](#) of Scottish Government. Communications forms a centralised function supporting both organisations. This post will operate flexibly across the portfolio and report to the Communications Manager.

#### Role overview

The Communications Officer is responsible for planning, coordinating and delivering multi-channel targeted communications to raise awareness of health research and innovation across Scotland. Working closely with the Communications Officer (Digital), this role will specifically focus on researching, copywriting and editing information for use across a range of channels; stakeholder engagement; media liaison and events.

Strong interpersonal and good team-working skills are essential to build strong relationships across a diverse portfolio of internal and external stakeholders.

Candidates should have an appropriate qualification and experience in marketing, communications or journalism. Strong verbal and written communication skills will be required to turn often complex information into effective news stories. Experience of delivering conference, event or exhibition activity is beneficial.



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### Main activities

- Write, produce and disseminate engaging high profile communications, including corporate publications, press releases, promotional material, presentations, magazine articles, newsletters and reports
- Identify and develop positive PR opportunities and campaigns
- Promote appropriate use of brand and style guidelines and ensure alignment with relevant communication messages
- Pursue and write stories for use across multiple channels, including interviewing relevant personnel and arranging photographs
- Proactive and reactive media handling, media monitoring and relationship building including liaison with NHS and Scottish Government communications and other partners and other stakeholders
- Coordinate Freedom of Information requests and responses
- Build relationships and work effectively with colleagues and stakeholders to develop a strong suite of appropriate marketing materials and amplify communication efforts
- Support the planning, management and delivery of conferences, events and exhibitions with a wide range of stakeholders (*currently focussed on virtual events*)
- Proactively maintain a master calendar of significant events, campaigns and relevant awareness days
- Measure and evaluate the effectiveness of activity, identifying areas for improvement
- Work closely with other members of the Communications team to align activity
- Any other relevant duties as required

### Experience and skills

#### Minimum Required:

- HND in communications/marketing/journalism or related discipline
- Experience of working in a communications role
- Experience of working with the media
- Experience of producing, editing and disseminating high quality marketing materials
- Experience of planning event, conference or exhibitions
- Strong editorial judgement
- Proficient in MSOffice
- Strong verbal and written communications skills
- Attention to detail
- Ability to establish and maintain strong relationships with a range of stakeholders
- Ability to work across multiple projects and deadlines

#### Desired:

- Professional marketing/communications qualification Creative flair and an eye for good design
- Knowledge, experience or interest in health research and innovation