



## Media and Communications Officer (temporary)

### About the Scotland Malawi Partnership

The Scotland Malawi Partnership (SMP) is an independent umbrella organisation which exists to inspire the people and organisations of Scotland to be involved with Malawi in an informed, coordinated and effective way for the benefit of both nations. We do this by providing a forum where ideas, activities and information can be shared on our website, through our online mapping tool and through regular workshops, training events and stakeholder meetings. By creating a single space for all the organisations and individuals in Scotland currently engaged with Malawi to come together, we help reduce duplication of effort, add value to Scotland's historic civil society relationship with Malawi, and contribute towards poverty alleviation in Malawi.

We have over 1,100 member organisations and key individuals, including half Scotland's local authorities, every Scottish university and most of its colleges, 200 primary and secondary schools, dozens of different churches and faith-based groups, hospitals, businesses, charities and NGOs, and a wide range of grass-root community-based organisations. Our work permeates almost all aspects of Scottish civil society.

An exciting temporary opportunity has arisen to deliver on the communications needs of the SMP and direct an essential leading voice in the Scottish ID sector. The post-holder will help to deliver high quality communications in support of key event events during an especially busy period, whilst continuing to respond to and communicate with the SMP's membership and other target audiences.

This role requires a highly motivated, energetic, productive individual who has the experience and ability to work quickly and accurately with a degree of autonomy where necessary and who is also collegiate, adaptable and keen to contribute to the life and work of a busy team that is both strategic and opportunistically responsive to its members' needs. For more information on the SMP and our mission, values and work, please visit [www.scotland-malawipartnership.org](http://www.scotland-malawipartnership.org)

### About the role

Responsible to: Member Services Manager

Responsible for: Intern(s) as required

**Purpose of role: To deliver on the communications needs of the SMP at a key time in the year, whilst raising the profile of Scotland-Malawi links amongst target audiences and supporting a number of high-profile events.**

### Media

- Managing and delivering on the SMP's Media and Communications strategy
- Developing strong relationships with both national and local media in Scotland and maintaining and building a database of warm media contacts
- Developing and delivering strategic media plans for high-profile SMP events
- Issuing reactive and proactive media statements to represent the SMP and its members in the Scottish, Malawian, UK and international media
- Supporting members to engage with media and increase positive coverage of Scotland-Malawi links

### Social Media

- Managing the SMP's social media channels
- Using social media to engage, inform and inspire audiences

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[www.scotland-malawipartnership.org](http://www.scotland-malawipartnership.org)

Address: Room 3/1, City Chambers, City of Edinburgh Council, High Street, Edinburgh, EH1 1YJ

Tel: 0131 529 3164 Fax: 0131 529 3168 E mail: [info@scotland-malawipartnership.org](mailto:info@scotland-malawipartnership.org)

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- Planning for and managing the strategic use of social media at all SMP events

#### Website

- Working with contracted web designers to complete the refresh of the SMP website
- Maintenance of the SMP website including the online member database
- Managing and uploading content on the SMP website

#### Member Communications

- Preparing and circulating our weekly members' e-bulletin
- Preparing and circulating one-off member communications as needed
- Designing and launching a new format of members' e-bulletin in line with the new website design

#### Photography and videography

- Managing videography and photography at events and meetings
- Supporting members with videography and photography
- Supporting members with media services
- Managing library of engaging video and photo content from SMP and member events

#### Member Awards

- Manage the technical submission and uploading of member award videos
- Support members with videography and video editing

#### Marketing and Communications

- Work with contracted designer to complete the design and printing of the Annual Report
- Collate and design reports as needed

#### Other

- Assisting with the collection of monitoring and evaluation data
- Monitoring and reporting on media statistics
- Other duties as required to support the SMP

#### **Location**

The office is located at City of Edinburgh Council, Room 3/1, City Chambers, High Street, Edinburgh, EH1 1YJ

#### **Salary**

Dependent on experience.

#### **Hours and contract**

The post will be for 3-4 months starting as soon as possible. Ideally the role will be full-time but there is some flexibility for outstanding part-time candidates.

#### **Visa**

Applicants must have the right to work in the UK

#### **Application Procedure**

Please email your CV (max 2 pages) with a 1 page covering letter, outlining your fit for this role, your availability and preferred hours to: [kathy@scotland-malawipartnership.org](mailto:kathy@scotland-malawipartnership.org). This is a rolling recruitment with the position remaining open until a suitable applicant is identified. Early applications are encouraged.

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## PERSON SPECIFICATION:

It is essential that the Media and Communications Officer (temporary) is able to:

### Work effectively with others:

- acting as part of a team;
- engaging a diverse spectrum of colleagues, partners and stakeholders;
- communicating and engaging effectively;
- displaying interpersonal awareness;
- showing respect for others.

### Be committed to the work of the Partnership:

- taking responsibility for one's actions;
- being reliable and trustworthy;
- displaying effective self-management where necessary;
- having an outcome-focused approach, seeing projects through to completion;
- being punctual and meeting deadlines.

### Work to the highest reasonable standards:

- taking pride in the Partnership's work;
- displaying professionalism while remaining personable;
- ensuring the reputation of the Partnership is maintained.

### Embody the vision, mission and values of the Partnership:

- showing personal honesty and integrity;
- displaying mutual respect and understanding;
- Extolling the spirit of cooperation, building partnerships and alliances;
- Promoting internationalism.

Abilities / skills / experience required	Essential	Desirable
Excellent written and oral communication skills	X	
Experienced and confident engaging mainstream media	X	
Experience of using social media as a marketing and engagement tool	X	
Strong organisational skills and ability to multi-task	X	
Skilled in the use of MS Office applications, particularly Word, Excel and PowerPoint	X	
Experience working with Adobe Creative Suite and Canva, or similar	X	
Experience of using web-based technology and applications	X	
Ability to demonstrate initiative, be proactive and offer a solution-oriented approach	X	
Excellent inter-personal and diplomatic skills. Professional <i>and</i> personable.	X	
Determined and personally committed to the highest quality standards	X	
Knowledge of, and a commitment to, Scotland's relationship with Malawi		X
Knowledge and experience of developing and managing websites and web-content		X
Professional experience in the Scottish third sector		X
Knowledge, skills and experience of photography and videography		X

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