

Job Description

Job Title: Press and PR Officer
Reports to: Head of Marketing and Development
Direct Reports: NA

Main Purpose of Job

The Press and PR Officer will be responsible for contributing to the development of CDN's external communications, through the creation of compelling content and generation of high impact coverage with regional and national media. This role will have a clear focus on maximising CDN's profile and impact.

Key Responsibilities

- Develop and deliver a dynamic programme of public relations and media campaign activity.
- Develop and maintain contacts with regional and national online, print and broadcast media to pitch stories and secure media coverage.
- Produce print and broadcast media materials, including press releases and press briefings.
- Act as the first point of contact for media enquiries, co-ordinating responses.
- Maintain excellent working relationships with colleagues, maximising opportunities to identify stories for PR and online content.
- Write and produce highly engaging content across CDN's platforms, including case studies and videos.
- Work closely with CDN's Marketing Officer to develop a programme of blog and web content.
- Develop and deliver the editorial plan for Reach magazine, the magazine for Scotland's college sector, commissioning and writing news and features.
- Work with partner organisations to maximise press and PR opportunities.
- Organise media events, such as seminars.
- Monitor and distribute media coverage relating to our work.
- Represent CDN at external events as required.
- Provide excellent, friendly, solutions-focused customer experience to internal and external customers.

In addition to the duties and responsibilities noted above, the post holder will have other duties and responsibilities which will enable CDN to fulfil its purpose.

On occasion, business demands will require travel to external venues, out of hours work and overnight stays.