



SOUTH LANARKSHIRE  
Leisure & Culture

## Job Profile Public Relations Officer

<b>Service:</b> Business Development	<b>Grade Scale:</b> Grade 3 Level 2
<b>Reports to:</b> Marketing Manager	

### Purpose of Job

#### Public Relations Officer

As part of the marketing team reporting to the Commercial Manager within the Business Development Department, the Public Relations Officer is responsible for implementing communication strategies and initiatives to enhance the reputation and public image of SLLC. They will develop and implement effective communication plans, liaise with the communications team at South Lanarkshire Council in the handling of media relations, and engage with key stakeholders to promote SLLC's objectives and initiatives.

### Key tasks and responsibilities

#### Responsibilities

The Public Relations Officer is responsible for managing communication strategies and initiatives to enhance the reputation and public image of SLLC. They will develop and implement effective communication plans, liaise with the communications team at SLC in the handling of media relations, and engage with key stakeholders to promote SLLC's objectives and initiatives. This role requires excellent communication skills, strategic thinking, and the ability to work collaboratively with various internal and external stakeholders. It will work closely with the digital officer by providing crisp and clear copy for the website and collating video content for use across multiple channels.

#### Key Tasks:

- Responsible for proactive media relations campaigns and stories
- Provider of engaging and accurate copy for digital platforms
- Working closely with colleagues to promote events and activities taking place across SLLC
- Oversight of copy for publications, brochures, advertising, Annual Reports etc.
- Liaise closely with colleagues in the SLC communications team

### Person Specification

CRITERIA	ESSENTIAL	DESIRABLE
<b>Education, Qualification and Training</b>	<ul style="list-style-type: none"><li>• Industry experience in a public relations environment</li></ul>	<ul style="list-style-type: none"><li>• Educated to degree level or equivalent in a relevant discipline or equivalent relevant experience</li></ul>

		<p>approach and strong customer focus.</p> <ul style="list-style-type: none"> <li>• Experience of working with a diverse range of colleagues within a large and complex organisation.</li> <li>• Experience of reporting to senior management</li> </ul>
<b>Skills, knowledge, experience</b>	<ul style="list-style-type: none"> <li>• Track record in a public relations environment.</li> <li>• Ability to present information, verbally and in writing, in a clear and concise manner, with excellent attention to detail.</li> <li>• You will have a demonstrable track record of success in a corporate environment, ideally across a range of relevant activities, delivering within a customer-facing environment.</li> <li>• Track record of working with multidisciplinary teams.</li> <li>• You will have strong interpersonal and motivational skills; an ability to clearly convey complex ideas, working collaboratively across a range of services and teams.</li> <li>• You should be able to demonstrate an exemplary track record in this field.</li> <li>• Excellent IT skills, including components of Microsoft Office software, with good working knowledge of using key databases</li> </ul>	
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• Demonstrating fresh and innovative thinking coupled with an effective approach to problem solving.</li> <li>• Good communicator and team player able to build networks both internally and externally; experience of managing relationships</li> </ul>	

	<p>and expectations of multiple partners.</p> <ul style="list-style-type: none"> <li>• Ability to build trust and maintain relationships with internal and external stakeholders.</li> </ul>	
<b>Other</b>	<ul style="list-style-type: none"> <li>• Be Positive “can do” attitude and willingness to support others where needed.</li> <li>• Ability to multi-task and work in a focused and fast-paced environment.</li> </ul>	

### Safer Recruitment Checks

As part of our approach to good practice and safer recruitment we carry out a number of pre-employment checks.

- Asylum and Immigration right to work in the UK
- Reference check: external candidates require 2 references, one of which must be your from present or most recent employer: Internal candidates require 1 reference from current line manager.
- Candidate Disclosure Check, where applicable

### Behaviour Framework

The Behaviour Framework is a set of core behaviours that defines how employees approach work to enable the delivery of key tasks for the role. The expected behaviours for this role are:

#### Own It – what can you do

- Are motivated to deliver the best possible services possible.
- Aim to get things right first time and commit to continuous improvement.
- Demonstrate fairness, inclusivity, valuing diversity and equality.
- Ensure compliance with external/internal regulations and that you and others are responsible and accountable.
- Take ownership of decisions and consider the wider implications for you, the team, and the organisation.
- See a job through to completion.
- Be accountable for outcomes good or bad.

#### Be a great team - what can you do

- Work together with colleagues and customers and take time to build effective working relationships.
- Celebrate team success and create a positive team spirit.
- Share skills and knowledge, encourage and support other in applying their ideas to working practices - helping others to help themselves.
- Encourage working together for the benefit of customers.
- Works alongside internal and external colleagues to meet common objectives.

- Actively and respectfully listens to people in order to understand them and their views.
- Contributes appropriately to team and other meetings and discussions.
- Respects diversity and promotes equality of opportunity when working with colleagues and members of the public.

**Do the right thing – what can you do**

- Display a positive attitude.
- Are enthusiastic in your approach to tasks.
- Lead by example through sharing your knowledge and skills with others.
- Provide support to your colleagues and team.
- Is aware of and adheres to professional codes of practice and the code of conduct and understand how these impact on employment.

**Be Positive - what you can do**

- Are punctual and friendly and demonstrate a positive professional attitude.
- Take pride in your own work and that of your team members.
- Understand who your customers are and why they matter.
- Are willing to go the extra mile for our customer and act upon their feedback.
- Are hospitable and make customers feel good.
- Are willing to go the extra mile for our customer.
- Put the customer first in all that you do.