



Walking Scotland

Stories and Media Officer

Job Description

Responsible to: Communications and Policy Manager

Office base: Blended working between Stirling office and home location

The Stories and Media Officer will assist the Communications and Policy Manager to support Walking Scotland to achieve its long-term ambition to advocate for and promote a walking and wheeling society.

The Stories and Media Officer, with support from our Communications and Policy Manager, leads storytelling and media work for Walking Scotland. This role gathers and shares stories that demonstrate the power of walking and the difference Walking Scotland makes to individuals and communities. They will write effective and powerful stories to meet the needs of different functions, including fundraising materials, direct marketing, social media, sector reports and events, press opportunities, website features, and publications.

They will also have success with local and national PR campaigns and manage all media relationships, answering incoming enquiries, and scoping relevant opportunities for press coverage.

Main activities

1. Support the Communications and Policy Manager on the design and implementation of an innovative communications and policy influencing plan that strengthens and amplifies Walking Scotland's profile, reach and influence.
2. As directed by the Communications and Policy Manager, collaborate with other organisations to jointly raise the profile of walking with a range of audiences, with a focus on increasing public awareness.
3. Support the management of positive working relationships with journalists, producers, media professionals and key stakeholders to drive and support Scotland to becoming a walking nation.
4. Be the first point of contact for all media enquiries.
5. Lead on the writing of our media releases and media statements, being proactive and reactive.
6. Provide media expertise and advice to colleagues, including briefing spokespeople ahead of interviews.

7. Create and maintain a calendar that outlines key opportunities to raise the profile of Walking Scotland and that supports events and organisational priorities.
8. Encourage colleagues to identify new case studies and stories in the course of their work and with support from the Communications and Policy Manager, provide training and support to colleagues about how to do this.
9. Manage a database of stories, case studies, quotes and photography which will work alongside a media library to provide a suite of assets to use across Walking Scotland's work.
10. Ensure up to date media consent is obtained and correctly stored, including the regular review and update of expiring permissions.
11. Maintain and update a database of media contacts and activities, ensuring accurate tracking and reporting of media work.
12. Support the planning and facilitation of events including seminars, workshops and regular networking opportunities.
13. Contribute to social media content and the development of online content.
14. Support the Communications and Policy Manager with monitoring and evaluation of work and maintain accurate records in relation to delivery.
15. Highlight and raise delivery issues with line manager in a timely manner.
16. Monitor budget areas within responsibility, working closely with the Policy and Communications Manager and the Finance Manager.
17. Understand and implement Walking Scotland's policies and procedures including data protection best practices.
18. Undertake any other duties appropriate to the post and in accordance with the needs of Walking Scotland.
19. This job description will be reviewed periodically and updated as required in consultation with the postholder.

Walking Scotland
June 2025

Your national walking and wheeling charity.

Paths for All (known as Walking Scotland) is a Scottish charity, SC025535, regulated by the Scottish Charity Regulator (OSCR) and registered as a company limited by guarantee, 1068554.