



Stories and Media Officer Person Specification

Work and other experience	<ul style="list-style-type: none">• Experience of building effective media partnerships.• Track record of contributing to media projects that achieve results.• Experience in developing and delivering effective regional and national media campaigns.• Experience in successfully selling stories to local and national media.• Experience working in a public-facing role requiring good communication skills.• Good working knowledge of storytelling in a variety of outlets.• Experience of case study management and following best practices.• Experience of developing and maintaining effective working relationships both internally and externally.• Experience in conducting interviews with a range of different people.
Knowledge and skills	<ul style="list-style-type: none">• Strong collaboration and relationship building skills.• Excellent all-round communication skills and the ability to communicate clearly and concisely to a range of audiences.• Knowledge of media monitoring and analysis tools.• Ability to work independently and in a team with a positive, problem-solving approach.• Ability to tailor the same story across multiple channels including print, web, and social media.• High standard of copywriting with attention to detail.• Excellent organisational and project management skills, with the ability to prioritise competing tasks and deliver them to tight deadlines.• Able to be flexible and adaptable to reflect changing business needs.

	<ul style="list-style-type: none"> • Good knowledge of GDPR compliance and data protection best practice. • Good working knowledge of crisis management processes. • Ability to demonstrate the impact of your work. • Knowledge and familiarity with social media platforms. • Ability to make sound judgments and decisions considering risk, time/cost and overall benefit. • Confidence and competence in utilising modern office, communications and IT skills in the Microsoft Office Suite as well as knowledge and skills to use content management systems, databases, e-marketing platforms and design tools. • Awareness of the wider policy environment relating to Walking Scotland's delivery and how it relates into practice • Ability to horizon scan and identify key issues of focus.
Personal qualities	<ul style="list-style-type: none"> • Commitment to Walking Scotland's strategic vision and values. • Displays a professional approach to engaging with stakeholders. • Highly motivated, proactive, and results-driven. • Flexible and adaptable mindset. • Positive attitude and open to feedback.

**Walking Scotland
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Your national walking and wheeling charity.

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