**Culture Perth and Kinross**

**Job Description and Person Specification**

**Job Title:** Communications and PR Manager

**Salary**: £39,842.81 to £42,946.68

**Contract:** Fixed Term until August 2024

**Hours:** 36 hours per week

**Location:** Flexible, but regular in-person work at Culture Perth and Kinross venues required (particularly Perth Museum, Perth Art Gallery, and AK Bell Library)

**Reports to:** Head of Audiences and Learning

**Responsible for:** Marketing Officer (direct report)

**Job Purpose**

To develop and lead successful communications and PR campaigns, tactics, and longer-term strategies which maintain and improve the reputation, profile, footfall, and income generation of Culture Perth and Kinross venues, with a particular focus on the new Perth Museum opening in Spring 2024. We are looking for an individual with the vision and drive required for a senior management position, who can help us to maximise the media, profile-raising, and fundraising opportunities of the new Museum and its role as the new home of the Stone of Destiny.

**Main Accountabilities**

* Develop and lead a major comms and PR campaign to support the opening of the new Perth Museum in Spring 2024, in close collaboration with the project team, CPK executive team and board, and our partners Perth and Kinross Council.
* To maintain and develop our relationships with regional, national, and sector-specific press and media outlets to proactively identify, develop, and maximise positive coverage of our projects and programmes; particularly the new Perth Museum and Perth Art Gallery.
* Develop and deliver new tactics and strategies for increasing our audience profile through independent and non-mainstream media, blogs/vlogs, influencers, and other creative interventions where appropriate.
* To oversee the successful and consistent deployment of the new Perth Museum brand identity currently under development, working closely with colleagues in digital and web, design, retail, visitor services, and programming to ensure this is the case.
* Lead and work closely with CPK’s small marketing team to develop and deliver integrated campaign strategies promoting our venues, services, and programming to local, domestic, and international audiences, including advising staff on the most effective comms and PR tactics for different programming and audiences.
* Act as Communications lead for CPK including public and business-facing relations and tourism PR activity, including building partnerships with tourism boards, local businesses, press etc, in collaboration with colleagues in visitor services, fundraising, events, and programming.
* Oversee internal communications outputs for CPK with support of the marketing team, such as staff newsletters and notices.
* Ensure all communications and media materials are checked and proofed to a high standard of quality before publication.
* To advise the Executive and Senior Management teams on best practice in reputation and press management, including crisis communications and PR risk management where needed.
* Advise the Head of Audiences and Learning on the management and planning of the CPK Marketing and Publicity budget to ensure effective prioritisation of campaigns and excellent value for money.
* Monitor and produce regular reports on the impact and effectiveness of campaigns, strategies, and tactics for Senior Management, Executive Management, and Board of Trustees meetings.
* Attend and contribute to agenda items at Senior Management Team meetings, Strategic Programming meetings, and other core working groups across CPK.
* Liaise closely with the PR and Comms team at Perth and Kinross Council on joint communications such as Perth Museum.
* Develop and deliver tactics for better cross-promotion with other Perth and Kinross cultural organisations and tourism destinations, such as Perth Theatre and Concert Hall, Live Active Leisure, Scone Palace, Black Watch Museum, Pitlochry Festival Theatre, and others.

**General responsibilities:**

* Follow and promote safe systems of work and observe health and safety requirements.
* Comply with corporate standards, and use corporate systems, processes and procedures – and undertake any necessary training as directed.
* Focus at all times on delivering excellent customer service and ensuring value for money while being professional, and upholding Culture Perth and Kinross’s Code of Conduct.
* The particular duties and responsibilities attached to posts may vary from time to time depending on the requirement of the Service without changing the general character of the duties or the level of responsibilities entailed.

**Knowledge & Experience**

**Essential**

* Experience working in a communications, PR, or marketing role in heritage, arts and culture, or a similar sector.
* Proven ability to identify, research and develop stories to generate positive media coverage.
* Excellent understanding of and contacts in the Scottish media landscape, including both mainstream and new media.
* Strong understanding of web and social media landscape in the cultural sector, and how these platforms can be best deployed in communications and PR.
* Excellent writing and copy-editing skills in English, especially media releases and other external-facing communications which tell complex stories in a simple, accurate, and inspiring manner.
* Excellent oral communication and presentation skills, including in TV, radio, and other journalistic settings, and confidence communicating complex ideas clearly and effectively.
* Experience arranging for and prepping colleagues to participate in media interviews.
* Proven organisational and time management skills and ability to establish and maintain effective working relationships with media contacts and internal and external stakeholders.
* Ability to develop and implement a strategic but practical approach to communications and achieve regional, national, and international reach.
* Ability to use Microsoft 365 suite, SharePoint, OneDrive, and Teams confidently and independently.
* Strong teamworking, networking, and influencing skills with internal and external stakeholders
* Experience managing staff
* Experience managing and planning annual budgets
* Demonstrates a personal commitment to fairness and equity of opportunity
* Able to work with sensitive information and maintain confidentiality
* Ability to monitor, evaluate and reflect on your working practice

**Desirable**

* Experience rolling out new brand identities, ideally in a cultural context
* Experience of developing and delivering campaigns for major public events or venue openings
* Understanding of the regional context of Perth and Kinross
* Experience working on campaigns linked to tourism and/or fundraising
* Experience working with Arms-Length Organisations or Local Authorities

**Any Additional Requirements**

* A Disclosure Scotland check will be required for this post
* The post holder is expected to take a flexible approach to hours, and occasional evening and weekend work may be required to meet the delivery needs of the service.