



## Job Description

This job description describes the practical purpose and main elements of the job. It is a guide to the nature and main duties of the job as they exist currently, but is not intended as a wholly comprehensive or permanent schedule and is not part of the contract of employment.

### 1. JOB DETAILS

Job Title: Public Affairs Officer

Team: Policy and Development

Reports to: Head of Policy & Development

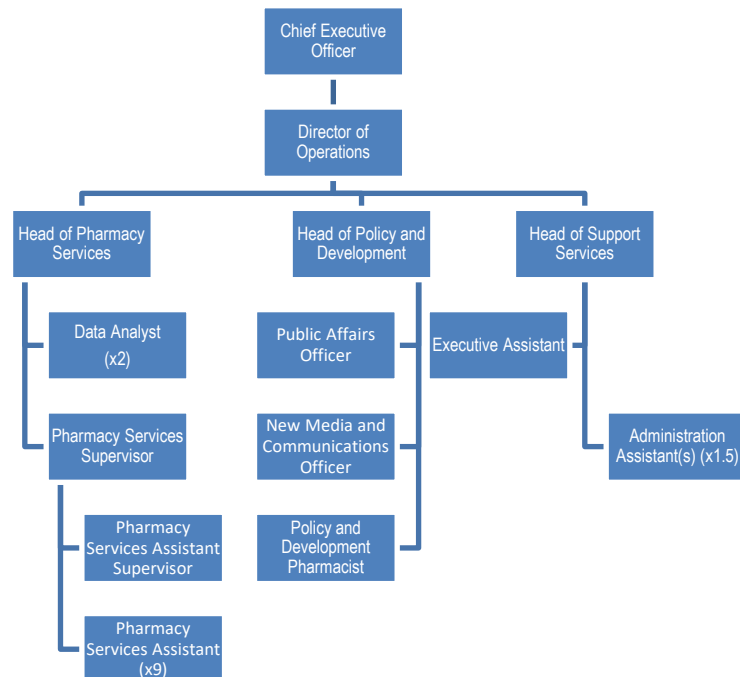
Reporting to job-holder: 0 posts (see section 3)

### 2. OVERALL PURPOSE OF THE JOB –

To support the delivery of effective messages and communications regarding the positive impact of the community pharmacy network in Scotland. This requires influencing a range of different stakeholders.

### 3. JOB DIMENSIONS

Reporting Structure:



#### **4. PRINCIPAL ACCOUNTABILITIES –**

- 1.** To provide effective stakeholder mapping and tracking including database management, managing a contact programme with key stakeholders and carrying out background research.
- 2.** To provide internal public affairs support within the office including drafting materials for the website, briefing materials for PA work and supporting all lobbying activities.
- 3.** To support our members with proactive lobbying strategies and support for local engagement opportunities
- 4.** To work in collaboration within the team to develop platforms for effective communication of relevant messages.
- 5.** To analyse and track public affairs activity across the political landscape in Scotland.
- 6.** To help manage social media activity
- 7.** To liaise and build relations with industry and national press where necessary

**These key tasks are not intended to be exhaustive, but they highlight a number of major tasks that the post-holder may be reasonably expected to undertake.**

#### **5. JOB CHALLENGES**

Providing accurate and appropriate management information within requested timescales. Keeping up to date with database developments and assessing the impact on or appropriateness for CPS. Keeping abreast of service developments in community pharmacy and fully understanding funding to produce accurate information.

#### **6. JOB KNOWLEDGE, SKILLS AND EXPERIENCE –**

- Degree in relevant field (politics, public affairs, communications or journalism); or
- Vocational experience of equivalence; or
- Proven successful track record in line with the below requirements
- Excellent knowledge and understanding of politics and particularly Scottish Parliamentary procedures, including how to monitor Parliamentary activity and forward business
- Excellent understanding of public affairs tactics and preferably experience implementing them
- The ability to map stakeholders and track contact programmes
- Highly developed writing and interpersonal skills
- The ability to understand and produce briefing documents on a complex policy area
- The ability to work to deadlines and under pressure
- Enthusiasm for the health and the community pharmacy sector
- A good working knowledge of Microsoft Word, Excel and PowerPoint packages
- A good working knowledge of digital communications tools including twitter

**7. ADDITIONAL COMMENT –.**

**Every job description in the organisation will be subject to a review either:**

- **on an annual basis at the time of the annual appraisal meeting where performance indicators will also be reviewed, or**
- **as a result of a change in strategic direction, or**
- **as a result of a team/ operational requirements, or**
- **as a result of agreed performance appraisal needs and objectives, or**
- **within six months of appointment**

This job description will be subject to ongoing review to ensure all roles are reflective of organisational priorities.