

Job description and person specification

Job title	Graduate Marketing and Communications Officer
Reporting to	Regional Marketing Manager
Direct Reports	None
Grade	C
Duration	Two years
Location	Inverness

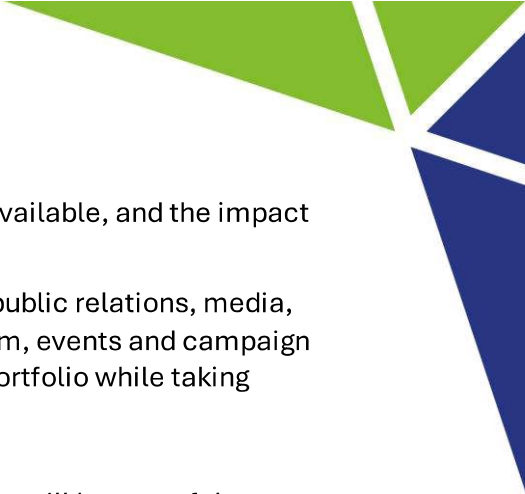
Organisational overview

We're Highlands and Islands Enterprise, the Scottish Government's economic and community development agency for a region covering more than half of Scotland, including more than 90 inhabited islands. We work with communities, enterprises, and stakeholders to unlock our region's potential for growth and progress, while driving fair work and net zero practices. Our purpose is to build and sustain a greener, fairer and more resilient region that benefits everyone. We offer support and investment to a wide range of projects that deliver on our priorities, which include a growing workforce, increased productivity, innovation and wages, and a just transition to net zero.

Position overview

We are excited to offer a unique two-year development opportunity for an enthusiastic, passionate and professional graduate who wants to build a career in marketing and communications. In this role, you will be joining a multi-disciplinary team to make an immediate contribution through high-quality content creation for a range of channels and audiences.

We are looking for a candidate with strong copywriting, editing and proofreading skills, able to turn complex information into clear, accurate and engaging content. Your work will help businesses, communities, investors, partners, media, stakeholders, staff and Board



members understand HIE's role, the support and opportunities available, and the impact being delivered across the Highlands and Islands.

Alongside writing, you will develop practical experience across public relations, media, marketing, website development, social media, photography, film, events and campaign evaluation. You will be supported to build a broad professional portfolio while taking increasing ownership of briefs and projects.

In this Graduate Marketing and Communications Officer role, you will be part of the marketing and communications team, a team of twelve, supporting colleagues across all our office locations, delivering services aligned to our organisational strategy and operating plan.

A key part of this role will be to bring fresh thinking to HIE's work in this field and make a positive contribution to HIE's continuous development as a progressive organisation where staff are empowered to use their full potential to benefit Scotland's economy. This is in line with our people values.

Key responsibilities of the role

- Work collaboratively as part of the marketing and communications team, supporting colleagues and contributing to team objectives, organisational priorities and measurable outcomes.
- Research, write, edit and proofread clear, accurate and engaging content for external and internal audiences. This will include website pages, social media posts, case studies, news releases, e-newsletters, corporate publications, articles, blogs, adverts, briefings, speeches and scripts.
- Develop stories and communications by interviewing colleagues, clients, partners and stakeholders, identifying effective angles and key messages, checking facts, securing approvals and tailoring content, tone and calls to action for different audiences.
- Help manage and improve HIE's communications channels, including the website, social media, e-newsletters and intranet, ensuring content is accurate, accessible, consistent, timely and aligned with HIE's brand, writing and digital accessibility guidance.
- Support media, public affairs and stakeholder communications, including drafting releases and statements, preparing research and briefings, monitoring coverage, and identifying opportunities for news, features and thought leadership.
- Contribute to campaigns, events and multimedia content, including webinars, film, photography and podcasts, by developing ideas and briefs, supporting production and delivery, gathering permissions and repurposing content across channels.

- Use analytics, feedback and evaluation tools to assess content, channel and campaign performance, recommend improvements, record learning and help demonstrate impact and best value.
- Build positive working relationships and manage agreed tasks and deadlines, keeping planning systems up to date, bringing fresh thinking and constructive challenge, and taking responsibility for continuous professional development.

Key corporate responsibilities

- Promote a climate of accountability, openness, collaboration and innovation.
- Ensure compliance with all aspects of HIE governance, including risk management, handling conflicts of interest, and ensuring HIE's audit and compliance requirements are met.
- Ensure optimum use of internal management systems.
- Take responsibility for own learning and development, keep continuous professional development (CPD) records up to date.

For developmental or operational reasons this role may occasionally contain some elements of work that are either more or less demanding than described above.

Salary and benefits

We aim to appoint at the minimum end of the salary scale to allow progression throughout the grade range.

This post comes with a competitive benefits package including excellent contributory staff pension arrangements, life assurance, generous annual and special leave entitlements, flexible working, continuing professional development and a variety of staff benefits, e.g., employee assistance programme, employer supported volunteering, cycle to work scheme, health and wellbeing club membership subsidy and other staff discounts.

HIE has a well-established commitment to developing the young workforce, supported through graduate placements, apprenticeships and early-career development opportunities. As such, you will have access to networking opportunities and peer support from other individuals who have undertaken similar development programmes across the organisation.

Aspiring to make a difference

HIE is an outward-looking, forward thinking, customer-focused organisation whose staff are empowered to use all their talents, skills, and knowledge.

For 60 years HIE's activities have been characterised by a drive to innovate and make a difference and our staff identify very strongly with this. The strength of HIE's culture is

evidenced by a committed workforce passionate about building a prosperous, inclusive, and sustainable region attracting more people to live, work, study, invest and visit.

HIE's organisational values:

- We are passionate about our purpose and proud to make a difference to the region we serve
- We are outward-looking and think long-term
- We are customer-focused
- We work together and learn from each other
- We are committed to excellence and innovation
- We encourage diversity and respect each other
- We network and collaborate - inside and out
- We listen and communicate clearly

Our commitment to equality, diversity, and inclusion

We are committed to recruiting, promoting, and developing our people solely on the basis of their ability to contribute to HIE's objectives, without regard to their sex, race, disability, religion, national origin, ethnicity, sexual orientation, age, or marital status.

HIE employs staff in locations across the region, encourages flexible working and seeks to employ people with different ideas, styles, and skill sets, each able to contribute in unique ways. This diversity engenders a richer, more creative environment – one in which our people develop, and clients are better served.

This diversity and the sharing of knowledge, skills, and experience make us a stronger organisation. These are qualities we value and continue to enhance which are in line with our people values.

As a public sector employer, HIE has a key focus on the wider social inclusion agenda. HIE is accredited as a Real Living Wage employer and supports a number of national initiatives ranging from; demonstrating commitment to the Social Impact Pledge, encouraging volunteering, engaging in the Digital Public Services agenda, meeting the Investors in People standard, developing the young workforce, adopting fair work principles as well as being recognised nationally as an award-winning family friendly employer by Family Friendly Working Scotland, Carers Scotland, and Working Families UK.

HIE has equal respect for Gaelic and English. We welcome any communication in Gaelic. We will respond to Gaelic communication just as quickly as we respond in English.

Tha spèis cho-ionannachd aig HIE airson na Gàidhlig agus na Beurla. Tha sinn a' cur fàilte air conaltradh sam bith anns a' Ghàidhlig. Freagarraidh sinn conaltradh sa Ghàidhlig ceart cho luath 's a fhreagras sinn sa Bheurla.

KEY CRITERIA	Essential	Desirable
Qualifications	Educated to degree level or above in marketing, communications, journalism, media, public relations, or a related subject	Post-graduate qualification in a relevant discipline
Work experience	- Experience of working effectively as part of a team, but also ability to work on own initiative - Experience of working in an environment with high standards of governance and accountability - Experience gained through employment, volunteering, student projects or other activities demonstrating professionalism, reliability and accountability - Experience of planning and delivering work to agreed deadlines - Customer service experience	- Experience of working on corporate communications and/or marketing and PR campaigns - Experience of creating content for websites, social media, other digital channels or publications
Skills and abilities	- Excellent writing, editing and proofreading skills - Ability to communicate complex information clearly and accurately for different audiences - Strong communication and interpersonal skills - High level of accuracy and attention to detail - Strong organisational skills with the ability to manage multiple tasks and priorities - Ability to analyse information, identify key messages and make recommendations - Willingness to learn, develop and contribute new ideas - Digital literacy, including confidence using Microsoft 365 applications and online platforms	- Knowledge of social media, website content management or digital communications tools - Experience of photography, video, graphic design or multimedia content creation - Knowledge of digital accessibility principles - Gaelic language skills (speaking, reading, or writing) - Carbon literacy/willingness to learn about carbon literacy - Interest in economic development



Job circumstances	• Ability to travel and on occasion to work outwith normal office hours	• A full, current driving licence and access to a vehicle
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