

Position: Community Outreach Officer

Location: Crieff High Street, Heartland FM

Hours: Part Time, 18/20 hours per week (min 0.45 FTE)

Salary: Pro rata £25,168

Job Overview

This role is designed to work closely with charities, community organisations and local administration to immerse Heartland FM into the fabric of Perthshire. Forging relationships and partnerships with local organisations to create a dedicated media hub and trusted information outlet for Perthshire. Including community information gathering for on-air programming and Heartland FM's involvement in the field at community events.

Key Responsibilities

Community Connection:

Facilitate Heartland FM's presence, promotion, and activity at local events, including Highland Gatherings, Christmas Fairs, and music festivals. Explore potential partnerships and develop innovative ways to engage with different community segments. Maintain regular communication with the community through direct mail, social media, and face-to-face interactions to foster collaboration and share vital news.

Event Attendance and Management:

Plan, participate in, publicise, and coordinate community-centric events that emphasise sustainability and the promotion of local issues such as poverty reduction, environmental stewardship, opportunities for youth and those with additional support needs, mental health, and social isolation. This may result in some evening and/or weekend working. Document and evaluate the impact of these events through measurable outcomes to ensure they contribute positively to the community.

Relationship Management:

Build and nurture relationships with a wide array of community groups, including schools, care homes, and cultural organisations. Organise community participation events both at the radio station and in other local settings. Be responsible for the station's external relations, managing existing partnerships and seeking new opportunities to enhance community engagement.

Reporting and Impact: Implement systems to track and report on the outcomes of community engagement initiatives. Provide regular updates to stakeholders and funding bodies to demonstrate the value and impact of the projects undertaken.

General Duties: The successful candidate will be expected to undertake general duties that contribute to the broader objectives of Heartland FM and support our vision.

Person Specification

Desirable

- Previous experience in a similar community outreach role
- Experience of the Third Sector
- Media or Journalism experience

Essential

- Excellent Communicator
- Local Knowledge of Perthshire

- Relationship Management
- PVG certified (Heartland FM will provide support in gaining this certification)

How to Apply

Send your CV with a covering letter to chairman@heartlandfm.co.uk by 16th December 2024