

Job Description

Media and Stories Officer

Relationships Team

22.5 hours /Permanent

For over 50 years, Cyrenians has tackled the causes and consequences of homelessness.

We understand that there are many routes into homelessness, and that there is no 'one size fits all' approach to supporting people towards more positive and stable futures. That's why all our work is values-led and relationships-based. We meet people where they are and support them towards where they want to be.

Our mission: To tackle the causes and consequences of homelessness through learning from lived experience; by delivering targeted services which focus on prevention, early intervention and support into a home; and by influencing changes in legislation and policy.

Compassion | Respect | Integrity | Innovation

Read more about us and our values

1 Overview

About the service

The Media and Stories Officer will work as part of Cyrenians Relationships team which includes fundraising, marketing and communications, policy, press and public affairs.

With ambitious fundraising targets, 47 frontline services to promote and homelessness prevention a top priority for this new Scottish Government – the successful candidate will be joining the Cyrenians Relationship team at a busy time.

Sitting within Marketing and Communications, the Media and Stories Officer will support the team to achieve its overarching aims:

1. Share and promote the work of our services– as well as the impact of that work – on digital channels and through the press.
2. Establish Cyrenians as an expert voice within homelessness prevention.
3. Communicate changes, successes, and key information internally.
4. Support the raising of funds for Cyrenians work.

About the role

The Media and Stories Officer is a new role, designed to lead on Cyrenians' work with the media and support the wider team to gather stories from within our services to use as part of our communications.

Working closely with the Communications and Policy Manager and Marketing and Communications Officers, you will take the lead on both proactive and reactive media relations. This will involve coordinating – and in the future, writing – Cyrenians’ newspaper columns, writing and distributing press releases, establishing and maintaining relationships with other outlets and scanning the horizon for opportunities to provide comment, write op-eds or give interviews. This may also include working with service users, clients, volunteers and staff out with the Relationships team.

You will have a passion and a knack for storytelling, helping to ensure that Cyrenians’ voice is heard in the public debate around homelessness. You will also be media savvy, understanding the role it plays in shifting public and political opinions on homelessness.

The right person for the role will – above all – possess a sensitivity to how we communicate the lives of vulnerable people and understand when it is and is not appropriate to progress a story further.

2 Tasks and Responsibilities

Share and promote the work and impact of our services on digital channels and through the press.

- Develop and deliver proactive media plans that raise awareness of Cyrenians’ work, services, campaigns and policy priorities, in collaboration with the Communications and Policy Manager.
- Write, edit and distribute press releases, statements, media briefings, opinion pieces and other press material where appropriate.
- Track and report on media activity and outcomes, using insight to improve future communications.
- Oversee the Press inbox and respond to reactive media enquiries in a timely, accurate and professional manner.

Establish Cyrenians as an expert voice

- Coordinate – and write – Cyrenians monthly columns
- Build and maintain strong relationships with journalists, producers and media outlets across Scotland and beyond.
- Work with the Marketing and Communications and services’ teams to develop a pipeline of compelling stories from across the organisation
- Engage with, and support, colleagues to participate in appropriate media opportunities, in collaboration with Marketing and Communications colleagues and service teams.
- Prepare spokespeople for media engagement by producing briefing materials, developing key messages and coordinating interview preparation.
- Monitor media coverage and identify emerging issues relevant to homelessness, social exclusion and related policy areas.
- Identify and progress opportunities to keep the issues affecting people supported by Cyrenians high on the public agenda, in collaboration with the Policy and Participation Development Officer.

Communicate changes, successes, and key information internally.

- Work closely with colleagues in communications, fundraising and service teams to ensure consistent messaging across channels.
- Support crisis communications and reputational risk management as required.

Support fundraising activity.

- Promote Cyrenians campaigns and coordinate coverage, in conjunction with Marketing and Communication Officers.
- Maintain Cyrenians' reputation by ensuring all media activity is accurate, sensitive, ethical and aligned with organisational values.

Practical Considerations

This is primarily an office-based role involving desk work, with no regular manual handling or operation of specialist equipment. Some walking, standing and carrying of standard work equipment may be required when attending meetings, media activities or visiting Cyrenians services. The post is based at Norton Park in Edinburgh and involves occasional travel to other Cyrenians locations, as well as occasional evening or weekend working. The role may involve working independently and engaging with staff, volunteers, clients and service users in different settings.

3 Person Specification

Essential
Proven experience in press, media, PR or communications.
Excellent written and verbal communication skills, with the ability to communicate complex information clearly and persuasively.
Strong news sense and sound judgement, particularly when handling sensitive issues.
Proven ability to manage multiple priorities and deadlines in a fast-paced environment.
Excellent organisational skills and attention to detail.
Commitment to ethical storytelling and an understanding of the importance of dignity, consent and safeguarding in communications.
Passionate about Cyrenians mission to end homelessness.
Desirable
Experience working in the charity, public or social justice sector.
Experience of building positive relationships with journalists and securing media coverage.
Understanding of the Scottish media landscape and public policy environment.
Familiarity with digital communications, social media and content planning.

4 Terms & Conditions

<u>Employer:</u>	Cyrenians
<u>Line Manager:</u>	Communications and Policy Manager
<u>Workplace:</u>	Based in Edinburgh (Norton Park), with hybrid working available within company guidelines and some expectation of travel to other Cyrenians services.
<u>Working Hours:</u>	22.5 hours per week (worked over 3 days)
<u>Annual Leave</u>	28 days plus 10 public holidays pro rata
<u>Salary:</u>	£29,622 to £32,543 pro rata (scale points 25 to 28) This equates to £18,013 per annum for a 22.5-hour week on SCP25.
<u>Pension:</u>	Auto-enrolment into Qualifying Workplace Pension Scheme (QWPS) which is a Group Stakeholder Pension Scheme paid by salary exchange. Current contributions are 5% employee and 3% employer. Option of enhanced Employer contributions to the same QWPS of 6% initially, rising to 9% after 2 years and 12% after 5 years (subject to employee contributions of 6%)
<u>Disclosure:</u>	Not required

5 Application Deadline and Interview Dates

Closing date:	12pm on Monday 17 th August 2026
Interview date:	Week beginning 24 th August
Second stage:	TBC

Please refer to the Recruitment Information leaflet for further information on completing and submitting your application form.