



## Peatland Programme



### Job Description

#### Communications Officer

<b>Location</b>	Harbourside House, 110 Commercial St. Edinburgh, EH6 6NF: With opportunity for home working if required.
<b>Dept/Region</b>	Conservation
<b>Line Manager</b>	Communications Manager

#### Overall Purpose of the Role

To contribute to the core communications functions of the programme including maintaining and enhancing the IUCN UK Peatland Programme website, social media and digital resources; communicating with the wider peatland community through our quarterly newsletter and providing event management support.

#### Main Duties

- Publications**
- Assist in the publication and promotion of the *Commission of Inquiry on Peatlands Update*.
  - Assist in the design and publication of all other print and web materials working with external designers where appropriate.
  - Liaise with external partners in the UK peatland community to plan the development of new resources that will support their peatland advocacy work.
- Digital Communications**
- Produce website copy working with the IUCN UK PP team and wider peatland community.
  - Ensure the website is regularly monitored and evaluated.

- Promote the IUCN UK PP's work through its social media platform (s).
- Ensure the IUCN UK PP keeps ahead of developing trends in social media and create high impact content to share.
- Create a quarterly newsletter, collating stories from the wider peatland community.
- Promote the Peatland Project Map to the wider peatland community and develop new case studies to add to it.

**PR and Publicity**

- Assist in writing press releases to promote the IUCN UK PP and the wider partnership's work.
- Respond to incoming media enquiries with support from the Communications Manager .
- Identify media opportunities that will help promote IUCN UK PP and the wider partnerships work.

**Event Management**

- Assist in the organisation of the IUCN UK PP's annual conference, which will be a virtual event in 2020.
- Assist in planning other IUCN UK PP and partnership events as required
- Attend and help the IUCN UK PP team achieve successful running of all events

Some out of normal hours working will be required.

**Key Contacts**

- IUCN UK Peatland Programme Steering Group partners and IUCN UK National Committee
- Funding partners and wider stakeholder bodies including government departments and statutory agencies across the 4 UK countries, NGOs, land managing bodies and academics
- Media journalists
- Web designers print and designers
- Peatland restoration project managers

**Personal Specification**

**Essential Qualifications**

- Educated to at least degree level within a relevant field

**Experience**

- At least two years' experience working within PR, communications, marketing or a similar discipline.
- Experience of executing communications plans or campaigns

- Demonstrable experience of using digital communication tools including Twitter, MailChimp, Survey Monkey, EventBrite, Zoom as well as editing software for example Adobe InDesign & PhotoShop, MS Publisher or equivalent.
- Experience of producing copy for press releases, newsletters, publications and campaign materials
- Experience of handling media enquiries
- Experience of planning events

#### Skills and Abilities

- High standard of written and spoken English
- IT literate
- Natural communicator, highly articulate and passionate
- Ability to convey complex information in a concise, compelling and straightforward way
- Networker, with an ability to build relationships with a broad range of stakeholders
- Flexible with the ability to work in a highly organised way whilst maintaining the ability to switch tasks to deal with an incoming enquiry
- Good attention to detail and high level of accuracy in work
- Highly motivated with a can-do attitude
- Ability to manage several pieces of work at any one time.

#### Knowledge

- Good grasp of nature conservation and climate change issues
- Up-to-date knowledge of social media channels and online communications
- Good understanding of the traditional media
- Knowledge of marketing and campaigning

### Organisational Vision and Objectives

The International Union for the Conservation of Nature (IUCN) is a global organisation providing an influential and authoritative voice for nature conservation. The IUCN UK Peatland Programme (IUCN UK PP) promotes peatland restoration in the UK and advocates the multiple benefits of peatlands through partnerships, strong science, sound policy and effective practice.

The postholder will be employed by the Scottish Wildlife Trust and will be line managed by the IUCN UK Peatland Programme Communications Manager. The work covers the UK and connects with peatland interests internationally.

As an employee of the Trust you will be expected to contribute to the delivery of the Trust's vision and objectives, as well as upholding the values of the organisation.

The Trust's 25 year vision, *Natural Connections*, states what we want to see achieved for wildlife in Scotland by 2030. At its heart, our vision is about rebuilding the health of Scotland's natural environment at an ecosystem scale. The vision provides the inspiration, focus and direction for everything we do.

As a leading environmental charity, the Trust operates in an environmentally responsible way by minimising the ecological footprint of all its activities.

The Trust strives to apply a business-minded approach to all its work areas and achieve best value for money when purchasing and supplying goods and services.

<b>Date</b>	7 July 2020
<b>Author</b>	Clifton Bain
<b>Position</b>	Director IUCN UK Peatland Programme