

Job Description



**Scottish
Wildlife
Trust**

Title	PR & Communications Manager
Based	Harbourside House, Leith / Home working option available
Dept/Region	External Affairs
Line Manager	Head of Communications & Engagement

Our Mission

For over 50 years, the Scottish Wildlife Trust has worked with its members, partners and supporters in pursuit of its vision of healthy, resilient ecosystems across Scotland's land and seas. The Trust successfully champions the cause of wildlife through policy and campaigning work, demonstrates best practice through practical conservation and innovative partnerships, and inspires people to take positive action through its education and engagement activities. It also manages a network of around 120 wildlife reserves across Scotland and is a member of the UK-wide Wildlife Trusts movement.

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Our Values

- We are pioneers
- We are always learning
- We act with integrity
- We are evidence-based
- We are impact focused
- We are collaborative

Overall Purpose of the Role

To ensure the Scottish Wildlife Trust achieves a high and positive public profile, effectively engaging with all its target audiences through high quality communications and having an increasingly engaged supporter base in pursuit of the Trust's vision.

Key Success Areas

The key success areas are:

- A strong and positive representation of the Trust's work in regional and national media
- An increasing number of stories from across the Trust being shared and celebrated
- A growing and increasingly engaged social media following
- The continued production of high quality and engaging digital content
- A well-functioning and productive communications working group

Main Objectives

- To lead on all media work including handling all incoming media enquiries; proactively seeking media stories from across the Trust; writing and issuing press releases; and maintaining a press contacts database.
- To support the development and implementation of an annual communications plan.
- To co-ordinate a communications working group consisting of communications staff from across the Trust.
- To manage the Trust's main social media accounts and activity.
- To support the management and development of the Trust's website.
- To maintain a strategic calendar of notable events to inform the Trust's communications.
- To act as the News Editor for *Scottish Wildlife* magazine.
- To support the development of a new digital Nature Recovery Showcase.
- Line management of the communications team.
- Occasionally undertake other tasks as appropriate, playing an active role in the work of the Trust and championing best practice across all its work.

Key Internal & External Contacts

Internal:

- Head of Communications & Engagement
- Director of External Affairs
- Engagement Manager
- Marketing & Communications Officer
- Digital Communications Officer
- Other communications colleagues across the Trust
- Policy team
- Visitor centre teams

External:

- Press contacts
- Website development agency
- Contributing Editor for *Scottish Wildlife* magazine
- Existing and potential partner organisations
- Potential affiliates

Qualifications, Experience (essential/desirable)

Essential Qualifications (or matched experience):

- Relevant degree or equivalent experience

Essential Experience:

- At least 3 years in a media and PR-related role
- Demonstrable track record of proactively generating print, broadcast and online media coverage on a range of topics
- Experience of handling media enquiries
- Experience of managing social media
- Experience of producing press releases for approval by multiple contributors

- Experience of prioritising a busy workload
- Experience of working to deadlines
- Experience of using website Content Management Systems

Desirable Experience:

- Experience of line managing and leading a team to achieve collective goals
- Project and budget management experience

Key competencies	Essential	Desirable
Role-specific competencies	<ul style="list-style-type: none"> • Good understanding of the principles of effective PR • Good understanding of social media strategy 	
Technology (IT)	<ul style="list-style-type: none"> • Good knowledge of Microsoft Office applications (Word, Excel, Powerpoint) • Familiarity with online collaboration applications (Outlook, Teams, Sharepoint, Zoom) 	<ul style="list-style-type: none"> • Experience of using InDesign, Photoshop and Publisher
Organisation and planning	<ul style="list-style-type: none"> • Comfortable and capable at managing a busy workload 	
Communication (writing/spoken)	<ul style="list-style-type: none"> • Excellent verbal and written communication skills • Attention to detail and a focus on quality 	<ul style="list-style-type: none"> • Copywriting skills • Design skills
Judgement	<ul style="list-style-type: none"> • Able to work independently but with the judgement to seek help or advice when necessary 	
Teamwork	<ul style="list-style-type: none"> • A team-based approach 	
Commitment to organisational culture, values and vision	<ul style="list-style-type: none"> • Empathy with the aims of the Scottish Wildlife Trust • Empathy for equality, diversity and inclusion in all aspects of communications 	

Additional Requirements	Essential	Desirable	Not applicable
Right to work in the UK	x		
Full Driving Licence			x
Protection of Vulnerable Groups membership			x
First Aid Certificate		x	
Credit Check			x

Author	Pete Haskell, Head of Communications & Engagement	Date	June 2022
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Protecting Scotland's wildlife for the future

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