

# Job Description



**Scottish  
Wildlife  
Trust**

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

## Our Mission

For 60 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 over 100 wildlife reserves across Scotland and is a member of the UK-wide Wildlife Trusts movement.

## 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
- A regular stream of original content from across the Trust's work being shared and celebrated
- Responding in a timely and meaningful manner to key external opportunities
- 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
- The Trusts key policy and advocacy positions are effectively communicated to a mainstream audience
- Our relationships with key media contacts is well developed

### Main Objectives

- To lead on all media work, including building relationships with key journalists
- To proactively develop and implement an annual PR and Communications plan
- To co-ordinate a communications working group consisting of staff with communications responsibilities from across the Trust.
- To support the effective delivery of Trust and partnership campaigns.
- To manage the Trust's main social media accounts and activity.
- To provide appropriate strategic and operational support to other teams including the fundraising and policy teams.
- To support the Head of Communications & Engagement in 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 (produced three times per year).
- To effectively line manage members of the communications team.
- To 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
- Senior Individual Giving Manager
- Digital Fundraising Officer
- Other communications colleagues across the Trust
- Policy team
- Visitor centre teams

#### External:

- Press contacts
- Website development agency
- Contributing Editor for *Scottish Wildlife* magazine
- Communications staff from partner organisation (such as those in Scottish Environment LINK)
- 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 multiple deadlines
- Experience of using website Content Management Systems

**Desirable Experience:**

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

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

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			

Author	Head of Communications & Engagement	Date	May 2024
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