

LINK Communications Manager (Full-time) Job Description

Location:	LINK HQ in Perth with flexible home working
Nature:	Communications strategy and implementation, campaign design and management, line management
Reports to:	Chief Officer
Salary:	£30,000 - £35,000, depending on skills and experience
Contract type:	This is a fixed term contract, initially for 12 months, longer subject to fundraising success
Hours:	Normally 35 hours per week; flexibility is important in this role for some evening and weekend work, for which time off in lieu is given.
Scope:	Line manages: Campaign Coordinator, Project Officer, on occasion other short-term positions
Budget:	Joint responsibility for various headings relating to communications & campaigns

LINK is the national intermediary for Scotland's voluntary, citizen-led, environmental organisations, with over 40 member organisations and a collective membership of more than 500,000 people. Members represent a wide range of environmental interests, employing land managers, service providers, campaigners and policy experts working on issues including agriculture, wildlife, landscape, health and wellbeing, environmental economics, environmental governance and environmental justice. Members have a common goal of contributing to a more environmentally sustainable society. LINK's aim is to secure a sustainable Scotland, where our society and wellbeing have nature at their heart, benefitting people, communities and the planet.

Job Purpose

To lead the strategic and day-to-day planning and implementation of LINK's media and communications activities. The Communications Manager will develop and use a variety of communications and campaign tools to amplify the voices of LINK members, as well as providing an effective joint voice, able to contribute to effective policy and decision-making for an environmentally sustainable future. The post-holder will work closely with the Advocacy Manager to integrate communications with policy and advocacy planning and will also be key to implementing LINK's strategic plan to achieve the network's objectives.

Key Responsibilities

The Communications Manager will be expected to deliver across the following areas:

Strategic Communications

- Develop a new **Communications Strategy**, designed to deliver LINK's strategic objectives, incorporating effective comms and campaign tools.
- Develop and, working with the Campaigns Coordinator, advise on **campaign tools** designed to build LINK's effectiveness as a strong voice for Scotland's environment
- As part of Link's senior management team, identify and manage reputational **risk** associated with public outputs.

Campaigning and influencing

- Work with LINK's staff and Groups to define **campaigning goals and objectives**.

- Identify effective ways to **communicate policy** and advocacy asks to external, non expert audiences.
- Support LINK and its members' relationships with **sister Links** across the UK and identify opportunities for effective communications at Scotland and UK levels.
- Work with the LINK staff and Groups to identify, develop and **project manage** the delivery of specific LINK campaigns
- Deliver a basic in-house **design function** to provide engaging and shareable social media campaign content, along with attractive presentations and funding bids to showcase Link's achievements
- Coordinate and **manage communications channels**, including short films, to engage established and new audiences

Communications

- Manage Link's **media and communications** work, including developing and nurturing effective relationships with the media, along with other relevant external stakeholders.
- Develop and nurture a range of **internal and external relationships** with a view to:
 - ensuring effective **collaboration**.
 - **influencing** external developments.
- Lead **effective communications and campaigns planning** within the LINK team and with LINK groups.
- Ensure appropriate and consistent **representation** of LINK and the network in all communications.
- Monitor LINK's **performance** and assess against personal and organisational objectives.

General Responsibilities

- Schedule and manage the communication and campaigns workload in conjunction with the Advocacy Manager, Campaign Coordinator and Project Officer, providing **line management** support for these last two Posts
- **Represent** LINK externally as appropriate.
- Contribute to the preparation of **reports** including annual report and quarterly reporting.
- Work with LINK's Development Manager to develop engaging **fundraising** applications.
- Develop, maintain and nurture a range of internal and external **relationships** to ensure LINK delivers its strategic objectives.

The duties of this post may be subject to adjustment from time to time and the post holder will be expected to carry out any other reasonable tasks required in furtherance of Link's wider objectives.