

Communications Manager, full-time, fixed term contract

Person specification:

The following experience, qualifications and skills will be important in this complex and demanding role.

Essential

- A proven track record of developing, managing and evaluating integrated multi-platform communications and campaigns strategies
- A strong background in strategic communications, campaigns, media and stakeholder engagement in the public or charity sector
- Experience in identifying and bringing to life media stories on complex issues
- Sound project management experience.
- Exceptional communication, influencing and leadership skills, including an ability to inspire confidence and trust, build effective relationships, collaborate, develop networks and support others to do the same.
- Experience in the use of innovative communication mechanisms, including film
- Ability to manage risk appropriately and to maximise opportunities.
- Experience of advising, supporting and developing staff.
- The ability to make strategic connections, horizon scan for risks and opportunities, and to explore innovative ways of working.
- Demonstrable experience of effective working in media and comms sectors in Scotland

Desirable

- An in-depth understanding of policy making, politics and the environment in which Link operates.
- Experience with design packages and ability to produce design templates and training
- Experience of fundraising.
- Experience of membership organisations.
- An understanding of, and a commitment to, the natural environment.

Background on Scottish Environment LINK

LINK is the liaison body for Scotland's voluntary sector environment organisations. Established in 1987, LINK provides a forum for its member organizations to meet, exchange information and take joint action on issues of common concern. LINK's 40+ organizations share a common interest in seeing Scotland develop sustainably, in being a strong voice for the environment in



Scotland and an effective efficient and accountable network. Their total, combined, membership is around half a million people.

LINK members work through policy groups, which focus on a range of policy issues, developing common positions and advocating to decision-makers in Scotland and, where appropriate, at UK and international levels. Network priorities are reviewed annually and inform the work of staff who provide advice, support and coordination to the collective work programme. A cycle of membership events keeps members informed and ensures integration across the network including members' Congress, AGM and forward planning meetings, and a festive reception.

LINK is supported by a Board of volunteer trustees most of whom are involved in the network on behalf of their organisations; also by active honorary fellows. Core work is supported by a small staff including (Perth HQ) Chief Officer, Development Officer, Finance and Office Manager, and (Edinburgh) Advocacy Manager, two Advocacy Officers, Administrative Office Administrator and Campaign Coordinator. Staff liaise closely to support members and groups in achieving collective objectives. LINK also manages projects via its Marine and Economics groups, funded discretely and employing a dedicated Marine Policy & Engagement Officer and Sustainable Economics Policy Officer. Core activity is funded by subscriptions from member bodies, grants from NatureScot and Scottish Government and donations from charitable trusts.

Staff currently share in the active upkeep of the LINK websites, designed to carry up-to-date information for members, the public, government audiences and other interests. LINK Groups meet online to increase participation by members. Face to face meetings, including Congress and receptions are held in Edinburgh or Perth, besides which staff may be required to travel to other parts of Scotland, and sometimes further afield. LINK operates an environmental policy in relation to procurement, travel and energy use, which staff and members work together in promoting.

LINK strives to be an equal opportunities employer.



Registered office: 13 Marshall Place, Perth, PH2 8AH. A Scottish Charity No. SC000296.
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