

LINK Communications Officer (part-time) Job Description

Location:	LINK HQ in Perth or Edinburgh office with flexible home working
Nature:	Communications strategy and implementation
Reports to:	Chief Officer
Salary:	£28,000 - £30,000, depending on skills and experience
Contract type:	This is a fixed term contract, initially for 18 months
Hours:	Normally 21 hours per week; flexibility is important in this role for some evening and weekend work, for which time off in lieu is given.
Scope:	Liaising with members across the LINK network to develop and deliver jointly supported communications.
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 coordinate LINK's digital communications activities 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 Campaigns Coordinator and Advocacy Manager to integrate communications with policy and advocacy planning.

Key Responsibilities

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

Communications

- Manage LINK's **digital media and communications** work, including developing effective content and communications, with members and relevant external stakeholders.
- Develop and nurture a range of **internal and external relationships** with a view to:
 - ensuring effective **collaboration** between member organisations .
 - using communications tools to **enable and encourage** external stakeholders to use LINK messaging.
- Contribute to **effective communications and campaigns planning** within the LINK team and with LINK groups.
- Work with the Chief Officer and Advocacy Manager to ensure appropriate and consistent **representation** of LINK and the network in all communications.

- Monitor LINK's **performance** and assess against organisational objectives.
- Coordinate, create and **manage communications content and channels**, including short films, to engage established and new audiences, coordinate use of LINK's social media channels
- Organise LINK Thinks as an effective and well timed **communications advocacy** tool, enabling staff and Groups to contribute in a timely and effective manner

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.
- 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

General Responsibilities

- Schedule and manage the digital communication and campaigns workload in conjunction with the staff team, by keeping Trello boards up to date
- **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.

Principal Activities

Digital Communications

- Maintain overview of LINK's reputation in public digital channels in relation to maintaining strong relationship across the policy community in Scotland, in the UK and in Europe
- Oversee LINK's website(s) and social media, advise on management and coordinate effective use of them to maximise effectiveness
- Support staff, including through advice and in house training, to produce engaging and shareable social media campaign content, along with traditional approaches to showcase LINK's achievements. This includes creating templates and providing in house training where new software / website are used
- Coordinate, create and manage communications content and channels, including short films and innovative comms, to engage established and new audiences
- 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, and maintain LINK's trello boards on comms and campaigns
- Coordinate regular training for LINK members in communication approaches, using traditional and online media and techniques including storytelling
- Collate, produce and disseminate the monthly LINK Bulletin to members, and edited version to subscribers
- Monitor and, working with LINK's CO and AM, ensure appropriate and consistent representation of LINK and the network in all communications.
- Use public events and stunts as needed to build LINK as an effective voice for Scotland's environment
- Advise LINK groups as requested on media and social media work and on issues beyond the scope of these groups; coordinate LINK's strategic use of LINK Thinks (web-based) and LINK's Friends of the Scotsman subscription and other blog / vlog channels

Influencing

- Identify effective ways to communicate policy and advocacy asks to external, non expert audiences, using traditional and innovative channels to do so.
- Support LINK and its members' relationships with sister Links across the UK and identify opportunities for effective communication of UK issues at Scotland and UK levels.
- Advise the Advocacy team on making the most of effective digital communications on UK issues to prevent any duplication or gaps in communications on UK and Scotland policy issues
- Advise LINK groups and subgroups:
 - monitor public discourse to advise LINK staff and Groups on opportunities to engage in timely communications to maximise impact and progress towards LINK's strategic policy objectives.
 - support LINK groups and subgroups to develop effective comms as part of their advocacy strategies
- Help to plan, in some cases lead, in the coordination of events

General Responsibilities

- Schedule and manage the communication workload in conjunction with the staff team
- Represent LINK externally as appropriate.

- Contribute to the preparation of reports including annual report and quarterly reporting.
- Attend other LINK meetings when appropriate, to report, inform discussion including Board & Network meetings, inductions, liaison with funders
- 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.
- Contribute brief reports for LINK annual and other reports e.g. to funders
- Contribute to LINK's assessment of network progress in relation to its strategic priorities
- Carry out such other duties as are deemed relevant to the post

This role will coordinate digital communications at LINK and across the LINK membership to build effective messages that meet LINK's strategic objectives to be a strong voice for Scotland's environment, to bring member bodies on a journey towards coordinated and effective comms with bigger impacts as a result of that as a network.

Relationships

Internal -

- Work closely with the LINK Groups to identify appropriate and effective digital comms activities
- Liaise with other LINK staff providing dedicated comms support as needed
- Responsible to Chief Officer and ultimately to the LINK Board

External relationships

- Identify and build relationships with representatives of other civil society and statutory organisations in Scotland and further afield as required
- Form constructive relationships with media organisations and individuals, with business and civil society organisations
- Develop good relationship with relevant players in the print, broadcast and online media

Terms and conditions

This is a part-time contract for 18 months, reporting to the Chief Officer. The post is subject to a six-month probationary period. Salary will be in the range of £28,000-£30,000 per annum, depending on skills and experience. LINK makes an employer contribution to employee personal pensions of up to a maximum of 8% of basic salary, complementing employee contributions. The annual leave quota is 25 days' annual leave and 10 public holidays pro rata. All approved and receipted expenses are reimbursed.

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Communications Officer, part-time, fixed term contract

Person specification:

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

Essential

- A strong background in 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 and influencing 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.
- 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 Manager, Finance and Operations 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 dedicated Marine Policy & Engagement Officers 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.