

LINK Communications Officer

Job Description



Location:	Edinburgh office or LINK HQ in Perth with flexible home working
Nature:	Communications strategy and implementation
Reports to:	Director of Policy and Engagement
Hours:	28 - 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:	Liaising with members across the LINK network to develop and deliver jointly supported communications.
Budget:	Joint responsibility for various headings relating to communications

LINK is the national intermediary for Scotland's voluntary, citizen-led, environmental organisations, with 50 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 and communications activities to amplify the voices of LINK members, ensuring all communications are inclusive, accessible, and reach a wide range of audiences. The aim of this role is to support LINK as 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 team 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 which is accessible and inclusive and securing impact in broadcast, print and digital media.
- Support LINK campaigns and contribute to **effective communications planning** within the LINK team and with LINK groups.
- Create and manage content for LINK channels, campaigns and our members, including video.
- 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

- Identify effective and innovative ways to **communicate policy** and advocacy asks to external, non expert audiences.
- Contribute to LINK's campaigning through communications advice, content creation, media engagement, and events planning.
- 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

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- Provide staff liaison role for LINK's Media Forum

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, in particular through providing communications advice and coordination with LINK members and other allies
- Contribute to the preparation of **reports** including annual report and quarterly reporting.
- Manage LINK's image library and ensure image consents are kept up to date
- Attend LINK events and maintain photographic records, with associated consent forms, for use in LINK communications
- 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.

Person specification:

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

Essential

- Strong communication skills and an understanding of how to reach multiple audiences across both digital and traditional media platforms.
- Relevant experience in a similar role, such as in communications, campaigns, media, or PR.
- Demonstrable skills relevant to digital media and an understanding of how to apply these effectively and inclusively in the context of an environmental charity, ensuring communications are accessible to a wide range of audiences.
- An ability to work within a diverse network, including being able to inspire confidence and trust, build effective relationships, collaborate, develop networks and support others to do the same.
- A strategic, innovative and pro-active approach to your work, with the ability to identify opportunities for impact.

Desirable

- Experience with design packages and ability to produce design templates/social media assets.
- Experience with Adobe Premiere Pro or equivalent software, particularly in relation to producing content for social media channels.
- The ability to manage projects and/or events.
- An understanding of the political and policy context in which LINK operates.
- Experience of membership organisations, or within the third sector, is beneficial but not necessary.
- The ideal candidate will have a strong commitment to LINK values and an understanding of issues related to the natural environment in Scotland. However, candidates without a background in the environmental sector or in-depth knowledge are encouraged to apply.



Scottish Environment LINK the voice for Scotland's environment

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