

## **Job Description**

<b>Job title:</b>	<b>Communications Coordinator (Scotland)</b>
<b>Salary range:</b>	<b>£26,519 - £33,513 per annum pro rata</b>
<b>Hours:</b>	<b>21 hours per week</b>
<b>Reporting to:</b>	<b>Communications &amp; Media Manager</b>
<b>Location:</b>	<b>Edinburgh, Scotland</b>
<b>Budget responsibility:</b>	<b>No</b>
<b>Management responsibility:</b>	<b>No</b>
<b>Contract:</b>	<b>Fixed term contract for 9 months from the start date</b>

### **DESCRIPTION OF THE ROLE:**

We're looking for a creative and confident communications professional to join our dynamic Policy and Communications team at Living Streets. As part of the team, you'll play a key role in helping us strengthen the voice for walking and ensuring our message is heard. You will be a member of the Policy and Communications department and work with the Living Streets Scotland team on a daily basis.

To excel in this role, you'll need to be organised, collaborative and resourceful and have a good understanding of a variety of communications channels specific to Scotland. You'll work closely with our wider policy and communications, project delivery and commercial teams and play a central role in communicating the impact we're having in our work throughout Scotland. Your role will involve ensuring all our communications in Scotland are on brand and our impact is reflected in the Scottish media.

You will also help to raise our profile throughout Scotland via smaller, targeted communications projects and wider stakeholder engagement.

Living Streets is committed to safeguarding and promoting the welfare of children, young people and adults at risk; and expects all our staff and volunteers to share this commitment. Applicants will be subject to background and criminal records checks as relevant to the job role.

## **MAIN DUTIES AND RESPONSIBILITIES:**

- To deliver integrated communication strategies and plans for Living Streets' projects, campaigns and income generation activities in Scotland.
- To coordinate the production of effective and targeted communications and press in Scotland. This includes preparing briefs and working with and monitoring external agencies and suppliers, ensuring they provide high quality and value for money communications services.
- To act as brand champion, ensuring a clear, consistent brand identity for Living Streets; applying our house style, tone of voice and brand guidelines to content across all communications.
- To ensure that our communications are tailored effectively to reach specific Scottish audiences.
- To lead on the production of communications resources to support Scottish projects, helping to develop new, and support existing, materials.
- To ensure that our communications meet our accessibility guidelines and are representative of the diverse range of audiences that we work with.
- Develop engagement with Scottish media.
- Support staff across Scotland to grow their communications skills; providing internal mentoring and training and developing templates and tools to enable staff to produce on brand communications.
- Ensure Scottish project staff have adequate branded materials for project delivery, managing warehouse relationship, stock levels and responding to requests.
- To support the roll out effective internal communications across the organisation
- To communicate the impact of Scotland-specific campaigns, supporter recruitment and communications.
- To support development of our presence in Scotland.
- To support organisation of the Scottish National Walking Summit.
- To build internal and external links with wider communications networks.
- Other activities as determined by line manager.

## **OTHER DUTIES**

- Be an ambassador for Living Streets, promoting the Living Streets brand and vision.
- Be an active member of the Policy and Communications department, contributing to team meetings and away days.
- Coordinate cross organisational events as required.
- Ensure the effective delivery of our strategic plan and objectives.
- Adhere to Living Streets' policies and procedures.
- Deputise for the Communications and Media Manager when required.
- Reasonable occasional out of office hours work will be required, as may be some travel within the UK and abroad.
- Undertake other duties from time to time, as requested by your line manager.
- Ensure our equal opportunities policy is understood and implemented.

## Person specification

Applicants must be able to demonstrate:

<b>Criteria (all criteria essential unless otherwise stated)</b>	<b>Essential/ Desirable</b>	<b>From application (✓)</b>	<b>At interview (✓)</b>
<b>Experience</b>			
Demonstrable experience of developing, delivering and evaluating integrated marketing or communications campaigns to meet objectives	E	✓	✓
Experience of championing an organisation's brand and ensuring that others adhere to its guidelines.	E	✓	✓
Experience of managing suppliers and working with external agencies on design and production.	D	✓	✓
<b>Knowledge and skills</b>			
Good understanding of a range of communications and marketing techniques and channels.	E	✓	✓
Excellent written communications skills, with the proven ability to write engaging copy for a range of channels and audiences.	E	✓	✓
Good editing, proof reading skills and attention to detail.	E	✓	✓
Excellent interpersonal skills with the ability to communicate and negotiate with a wide range of people at all levels internally and externally.	E		✓
Web editing and knowledge of posting and creating content for social media	E	✓	✓
Knowledge of Adobe Creative Suite	D	✓	
<b>Personal</b>			
Ability to work proactively using own initiative, prioritise work and meet deadlines, with well-developed time management skills and project management skills.	E	✓	✓
Ability to work flexibly, including occasional travel or evening and weekend working.	E		✓
Commitment to equal opportunities and the ability to implement the Living Streets equal opportunities policy	E	✓	✓

Understanding of, and commitment to, the agenda of Living Streets	E	✓	✓
Positive, 'can do' approach to tasks	E	✓	✓
<b>Other</b>			
Relevant Marketing or Communications qualification	D	✓	

## What we offer

### Terms and Conditions

25 days holiday in year 1 (in addition to public holidays and 2-3 days discretionary leave during Christmas and New Year), rising by 1 day each year of service up to maximum of 30 days after 5 years (pro-rated for those working less than 5 days a week)

- Pension – Living Streets offers a generous 6% employer contribution of annual salary to all staff. The employee's mandatory contribution is 2% of their gross annual salary.
- Life assurance (death in service) benefit – four times gross annual salary
- Annual interest-free season ticket loan – available after completion of the six months' probation
- Cycle to Work Scheme (cycle and cycle equipment purchase) – available after completion of the six months' probation