

## COMMUNICATIONS GROUP

### Communications Coordinator (Publications and Interpretation)

(Band C, full-time (37.5 hours – although part time hours of 30/week may be considered, as may a job share), permanent)

#### Purpose

The Communications Coordinator (Publications and Interpretation) will help coordinate the design and delivery of communications projects across National Park and Park Authority channels, including printed publications, leaflets, event materials, interpretation, online documents etc.

Working closely with internal stakeholders, external designers and other contractors, this role will ensure consistent use of the National Park and Authority brands across all our published materials. It will also support others (from local businesses to partner organisations) to use the National Park brand to promote their activities within agreed parameters.

The post holder will have a real attention to detail and a keen eye for design, and capable of seeing projects from initial concept through to completion, collaborating with internal stakeholders and external contractors to deliver materials of consistently high quality.

#### Responsibilities

- Deliver an annual production schedule for Cairngorms National Park and Park Authority print and publications, managing individual design projects from inception to completion within agreed Authority and National Park guidelines.
- Working closely with internal colleagues, coordinate and draft content for key publications and interpretation – including sourcing and drafting copy, selecting images, editing content and proofreading – in line with the needs of our target audience(s) and the requirements of the channel being used.
- Support the Head of Service in their role of managing the day-to-day relationship with external designers, printers, photographers and other contractors, and of making sure projects are delivered to the required standard within the agreed timescales and budgets.
- Support the development and rollout of core brand templates across the organisation, ensuring that all visual communication materials meet agreed best practice guidance, including accessibility and quality standards.
- Provide practical advice and support (based on agreed criteria) to colleagues across the organisation to ensure a consistent approach to publications and interpretation.
- Maintain accurate digital and physical records of our publications and interpretation materials. Work closely with colleagues in the Admin team to maintain adequate stocks of printed publications and keep online resources up to date.
- Working with the Head of Communications and Engagement, support and advise internal staff members and external partners to use the Cairngorms National Park

brand within agreed guidelines, spotting opportunities for its adoption and promotion.

- Support the Digital Communications Officer and Digital Campaigns Officer to develop and update content on the Cairngorms National Park website and central image library.

### **General**

- Contribute to the work of the Communications and Engagement team and CNPA as a whole to ensure compliance with organisational and financial procedures.
- Contribute to the delivery of the National Park Partnership Plan and Gaelic Language Plan.
- Conduct other work as necessary. All post holders are required to be flexible with regards their job description so that the organisation can adapt to new opportunities and priorities over time.

### **Person Specification - Knowledge, experience and training**

#### **ESSENTIAL**

- Experience working in a marketing, public relations or publishing environment
- Experience of managing print, interpretation and design projects from end to end
- Experience of liaising with suppliers, particularly designers and printers
- Proven ability to adapt approach based on the type of comms output required eg a short leaflet vs an interpretation panel
- Excellent attention to detail, including proofreading, copywriting and copy editing
- Strong communication skills, both presentation and written
- Good team player
- Self-motivated, adaptable and organised (willing to take the initiative and multitask)
- Computer and IT literate

#### **DESIRABLE**

- Degree or equivalent qualification in marketing, publishing, design or related discipline
- Knowledge of working in partnership with private and public sector partners/communities
- Awareness of the pressures and constraints of work in the public sector
- Understanding of issues relating to the Cairngorms National Park
- Experience in updating website content via a content management system
- Knowledge of the Gaelic Language would be an advantage
- Full UK driving licence, or access to a driver if disability prevents driving