



# Job Description

**Job Title:** Content Officer, Scotland

**Reference:** SUS3339

**Salary:** Grade F: £24,938 per annum

**Hours:** 37.5 per week

**Contract:** 18 months fixed term

**Base:** Sustrans Scotland Offices in Edinburgh

Possibleinitial home working is expected due to office closures during current C19 restrictions.

**Job Purpose:**

To work within the Policy & Communications Team to create dynamic and engaging video, photographic and written content which promotes sustainable transport, active travel and the work of Sustrans Scotland to a range of audiences including key stakeholders, the public, volunteers and supporters.

**Dimensions of the role:**

The role will be part of the team supporting with all aspects of communication and promotion of Sustrans Scotland work. The post holder will play a key role in developing written, video and photographic content for the Sustrans Scotland website and project microsites ensuring content aligns with the charity’s Scotland and UK wide social media strategy and communication outputs.

They will also support with organising events and maintaining event equipment; producing publications and leaflets; promoting Sustrans through social media and providing support, such as through the management and distribution of literature stock.

**Place in Organisation:**

The post-holder will report to the Senior Communications and Promotions Officer and will be part of the Policy & Communications Team.

**Key Relationships:**

Internal: Senior Communication & Promotions Officer

Head of Policy and Communications

Communications and Public Affairs Manager

Sustrans Scotland Delivery Teams including

* Infrastructure Delivery
* Network Development
* Design and Engineering team
* Strategic Partnerships
* Network Development

National Director, Scotland

Senior Leadership team

Brand and Marketing UK

Other Sustrans regional and head office staff

External: Local authorities and partner organisations

Members of the general public

**Key responsibilities:**

**Delivery of projects and services**

1. To work with Sustrans Scotland project teams to create high quality, engaging case studies highlighting our programme of work to our supporters, stakeholder and the general public as well as the media, policy makers and influencers as appropriate.
2. To develop dynamic video, photographic, written and online content which helps to promote our work and values for the Sustrans Scotland website, microsites and social media channels.
3. To assist with and contribute to the design and creation of content for corporate and promotional publications, advertisements and other items using InDesign and other graphic design packages.
4. To ensure all content created follows Sustrans’ brand guidelines.
5. To assist with good record keeping, information management and the maintenance of photography and video consent forms used by the organization in line with GDPR requirements.
6. To work with Sustrans’ central Digital and Marketing Department to ensure that Scottish photography and video content is stored and labelled correctly stored in the central library.
7. To assist with the development and delivery of content for Scottish and UK-wide publicity and promotional materials, both hard copy and digital, as required.
8. To provide support to the Senior Communications and Promotions Officer in coordinating and running events including liaising with project officers, volunteers, sending out information, checking risk assessments, shipping out materials for events and checking back in on return.
9. To organise or assist in organising other events, such as cycle rides, route openings, volunteer events and training days, as required.
10. To deal efficiently with enquiries from the public escalating to management where appropriate.
11. To carry out research to assist projects or to answer enquiries from the public.

**Training and personal development:**

1. To attend essential Sustrans training as required by the Charity.
2. To ensure own personal development by working to objectives set as part of the Charity’s appraisal process.

**Health and safety and safeguarding**

1. To support and comply with the organisation’s Policies for the management of Health and Safety.
2. To support and comply with the organisation’s policies for the management of safeguarding.
3. To support and comply with the organisation’s policy and procedures relating to Equality, Diversity and Inclusion and apply principles of best practice in own role.

**Other:**

1. To perform any other duties consistent with the nature and grade of the role as agreed with the line manager.

**Working Conditions:**

The post holder will be based at the Sustrans offices in Edinburgh, but may be asked to travel across Scotland. The post holder will also be expected to occasionally work on a flexible basis, including some weekends and overnight stays, and will be asked to travel as sustainably as possible.

## Special Note:

This job description does not form part of the contract of employment, but indicates how the contract should be performed. The job description may be subject to amendment in the light of experience and in consultation with the jobholder.

Compiled: Head of Policy & Communications, Sustrans Scotland

Date: August 2021

**Content Officer, Scotland (SUS3339)**

**Person Specification:**

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| **Criteria** | **Essential** |
| Experience | Some relevant work experience in either marketing, PR, event management, festivals or similar  Experience of writing and/or editing content for publications, press releases and websites  Experience in creating and editing video and photography content  Experience in using social media in a professional environment  Experience of organising and running events |
| Skills and abilities | Excellent communication skills, both verbal and written A proven ability to write relevant, engaging content for print and digital channels for a variety of audiences  Excellent interpersonal skills  Ability to work cooperatively and effectively with others in a team, but to make own decisions when appropriate and necessary  Organised and efficient, with effective time management skills and the ability to plan, prioritise and work to tight deadlines  Ability to co-ordinate multiple tasks effectively |
| Knowledge | Understanding of marketing and communications principles and practice  Knowledge of Adobe creative package including Premier, Photoshop and illustrator |
| Other | Committed to Sustrans values and the promotion of sustainable transport |
| **Criteria** | **Desirable** |
| Qualifications, education and training | A qualification in events management, marketing, publications, public relations or similar |
| Experience | Experience of working with communities, businesses and local authorities |
| Knowledge | Understanding of corporate design, branding issues and how the media works  Knowledge of risk assessment procedures  Geographical knowledge of Scotland |