

## Edinburgh World Heritage Communications Officer – Job Description

Edinburgh World Heritage is looking to appoint an ambitious and creative Communications professional to this important role within our team. This is an ideal role for an individual looking to further develop a wide range of key communication skills, from classical PR/media management, to extending the reach and impact of our large digital footprint, as well as helping design and promote a wide range of events and activities. Through both on-the job and formal training, as well as career mentoring, the role will provide the successful applicant with a stimulating work environment which will fast-track their personal development.

### About Us

Edinburgh World Heritage is an independent charity with the aim of ensuring the city's World Heritage status is a dynamic force for good that benefits everyone. Our mission is to connect people to their heritage in everything we do – whether through the conservation of historic buildings, delivering improvements to the public realm, or engaging people directly with the rich heritage of their city. Over 2021/22, we will increase our investment in engagement and outreach activities, and further raise our profile within Edinburgh and across the UK.

**Purpose:** Help deliver the mission of Edinburgh World Heritage through a creative and impactful communications programme.

**Aims:**

1. Build awareness of Edinburgh World Heritage among designated target audiences in Edinburgh and beyond
2. Deliver leadership levels of positive news coverage which accurately capture our vision, mission and strategic key messages
3. Extend the reach and impact of our Social Media channels
4. Improve effectiveness and efficiency of our website as well as drive overall traffic and repeat usage
5. Provide support for advocacy activities with a range of key stakeholders
6. Help design and promote a wide range of live and online events and activities

**Reports to:** The role will report to the Head of External Relations

**Work schedule:** Full-time

**Salary:** £23,500 - £26,000 depending on experience + benefits

**Annual leave:** 25 days/annum

Contract: 12 months

Starting date: 1<sup>st</sup> December 2021

## Main responsibilities:

### 1. Integrated Communications Calendar

- Ownership of the Integrated Communications Calendar which translates relevant data from all aspects of the organisation's activities into a monthly and weekly communications schedule

### 2. News Media

- Ownership of the news drumbeat process: staying abreast of all aspects of the work of the organisation, subsequent updating of the news drumbeat document together with the creation of relevant news angles for new projects
- Maintenance of the press list and development of senior media contacts
- Design and execution of the monthly news programme including translation of the drumbeat into a series of news and features packages including press release, spokespeople, photography and other creative collateral
- Regular pitching of news stories to local, national and selectively international news media
- Management of PR events
- Reactive Press Office management – fielding of enquiries and delivery of timely responses
- Follow up and analysis of the quality and quantity of coverage achieved
- Regular sense-checking with media and other stakeholders of the quality and quantity of Edinburgh World Heritage news material
- Co-ordination with partners for the delivery of the World Heritage Site Management Plan

### 3. Social Media

- Ongoing review of social media analytics
- Refresh of the Edinburgh World Heritage Social Media and Content strategies
- Population of one-month out social media content calendar
- Writing and editing of Social Media content from a variety of sources including Edinburgh World Heritage colleagues
- Daily management of key channels
- Testing ways of delivering engagement on new and emerging platforms

### 4. Website

- Day-to-day management of the site
- Analysis of the performance of the Edinburgh World Heritage website
- Recommendations for improvements

## 5. Content Production

- Oversee production of high-quality photography and video content to support our overall mission including fundraising efforts.
- Production of key-visuals for events and Edinburgh World Heritage initiatives

## 6. Management of mailing lists

- Development of email campaigns to support Edinburgh World Heritage initiatives
- Ongoing analysis of email campaign performance and recruitment of new contacts

## Knowledge and experience

You will have

- A minimum of 2 years of relevant communications experience, either at an agency or in-house
- Experience in Social Media management, including content commissioning, editing (text and visual material) and day-to-day platform management
- Knowledge and experience in website design and day-to-day content management systems
- A Bachelors level qualification in a relevant arts/heritage discipline plus (desirable) a Masters qualification in either a heritage or communications related subject
- Some experience in complex event design and delivery
- High personal work standards and commitment to delivering exceptional quality in all your work
- Expertise in dealing with a complex range of stakeholders

You will be

- Passionate about communications and reaching new audiences in different ways
- A lover of history, heritage and, more generally the arts and living in our great cities
- A creative writer, also with an eye for outstanding visual content
- A strategic thinker who can stand back and identify relevant news, feature and social media angles from day-to-day, apparently 'mundane' activities
- A team player who is able to successfully collaborate with more experienced peers and senior colleagues
- A lover of detail who takes pride in delivering perfect and elegant communications material
- An empathetic listener who is able to understand intent and 'read between the lines'
- A motivated self-starter with an ability to make difficult things happen despite barriers and issues

NH/27 August 2021