**Candidate Information**

**Senior Communications Officer, Infrastructure and Delivery, Scotland**

|  |  |
| --- | --- |
| **Salary:** | Grade G: £27,804 per annum |
| **Hours:** | Full time: 37.5 hours per week |
| **Contract:** | Permanent |
| **Disclosure:** | Enhanced PVG Scheme is not required |
| **Base:** | Sustrans offices in Edinburgh with some flexibility to work from home |
| **Travel:** | Mainly 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. |
|  | A key part of being the Charity that makes it easier to walk and cycle is that most colleagues cycle, walk, wheel or use public transport for the majority of their work journeys. We support this with access to a Sustrans pool bicycle and National Standards Cycling Training. |

**Job or Project Specific Information**

An exciting opportunity for you to take a leading role in the Sustrans Scotland Communications team. You'll promote Sustrans Scotland’s flagship walking and cycling infrastructure delivery projects – projects which are making it easier for people to walk and cycle. This is a rewarding job in which you will work closely with internal and external partners, communicating via social media and directly with media organisations across Scotland, as well as other relevant agencies.

|  |  |
| --- | --- |
| **Where this role sits in the structure:** |  |

**About the Role**

**Overview**

The post holder will work within the Policy and Communications team to promote Sustrans Scotland’s flagship infrastructure programme, [Places for Everyone](https://www.sustrans.org.uk/our-blog/projects/2019/scotland/places-for-everyone) to key influencing, business and consumer audiences through a variety of marketing channels, media outlets, social media and events.

The post holder will lead with all aspects of communication and promotion of the programme to its core target audiences as defined by the Head of Project Delivery and Infrastructure. This includes; managing the delivery and growth of the Showcase Scotland Microsites and the creation of associated content; supporting with communications, marketing and branding; promotion of key infrastructure delivery projects; maintenance of a database of key contacts; acting as the main media contact for the department with partners and the general public.

**Key Responsibilities**

1. To act as the communications lead for the Infrastructure Development team, managing the day to day delivery of the practical aspects e.g. press releases, project promotion, social media content creation of the communications strategy for the department to the general public, media, policy makers and influencers.
2. To lead on the implementation of the Places for Everyone communications plan for Scotland, ensuring alignment to Sustrans Scotland’s communication strategy as well as UK-wide vision mission and values
3. To support with internal communications, raising awareness of Infrastructure projects and the Places for Everyone programme with colleagues and briefing senior colleagues and teams as required.
4. To provide advice and support to Sustrans teams and partners about Infrastructure projects, including; ensuring communications requirements are met; reputation management, branding and marketing.
5. To work with Communications Manager and relevant local authority partners on publicity activity for infrastructure events, such as public consultations, community engagement events and infrastructure completion PR events.
6. To lead on the development and upkeep of project content for the Sustrans Scotland website and Sustrans Showcase microsite under the direction of the Communications Manager.
7. To task manage the Content Creation officer with the development, delivery and promotion of Scotland Infrastructure case studies – working in partnership with the Senior Communications and Promotions Officer as required.
8. To lead on the commissioning of photography and video content promoting walking and cycling infrastructure projects funded or delivered by Sustrans.
9. To assist with good record keeping, information management and the maintenance of photography and video consent forms used by the organisation in line with GDPR requirements.
10. To work with the team and relevant partners and community groups on publicity activity for events promoting Sustrans Scotland infrastructure delivery and support projects.
11. To support Sustrans’ central communications activity around Infrastructure support and delivery, for example by collating information for online and offline publications, and liaising with the UK infrastructure teams, and press office staff to undertake local media work.
12. To deal efficiently with enquiries from the public escalating to management where appropriate.
13. To contribute towards raising the profile of Sustrans, by representing the charity at meetings, activities and events, as required.

*We don’t expect anyone to be an expert in all these areas and as long as you meet the person specification we can train you in any gaps.*

**Person Specification**

The following criteria sets out the method by which the skills, knowledge and experience will be assessed against. Our website has a useful guide about how to make a great job application.

|  |  |  |
| --- | --- | --- |
|  | **Application Form** | **Interview** |
| **Specific experience required** |  |  |
| Demonstrable experience of working in a communications environment | ✓ |  |
| Experience of writing and/or editing content for publications, press releases and websites | ✓ |  |
| Experience of using social media in a professional environment. | ✓ |  |
| Experience of working with creative colleagues and agencies and applying brand and style guidelines | ✓ |  |
| **Skills and Abilities** |  |  |
| Excellent communication skills, both verbal and written |  | ✓ |
| Ability to write relevant, engaging content for print and digital channels for a variety of audiences. |  | ✓ |
| Organised and efficient, with effective time management skills and the ability to plan, prioritise and work to tight deadlines. |  | ✓ |
| Ability to work cooperatively and effectively with others in a team, but to make own decisions when appropriate and necessary, combined with good interpersonal skills |  | ✓ |
| **Specific knowledge required** |  |  |
| Good understanding of the business communications environment, including media, digital and marketing. | ✓ |  |

This document does not form part of the contract of employment but does outline our expectations.

If we need to amend this document in the future we will consult with the post holder before doing so.

**Everyone at Sustrans**

**Our values guide us in everything we do:**

* Including everyone
* Having the courage to question
* Acting local, thinking big
* Getting things done, together
* Always learning.
* Sustrans has clear health and safety policies and it is essential that all our colleagues follow these. Very often our teams come into contact with young people through schools work or community engagement so it is everyone’s responsibility at Sustrans to comply with our Safeguarding policies.
* One of our key strategic goals is to be a charity “for everyone”, building a more diverse and inclusive Sustrans. We recognise there is much more we can do to bring together diverse life experiences and voices to enable us to more fully understand, access and represent the communities we work in. Everyone at Sustrans should support this goal and follow our Equality, Diversity and Inclusion policies and procedures.
* Sustrans asks that all our employees develop their skills, knowledge and experience through training and personal development activities. Sustrans will support you with clear objectives and a supportive management culture - our teams tell us that one of the great things about working for Sustrans is the learning and knowledge sharing opportunities.
* It is very important that our colleagues are happy and able to work with IT systems - we use Microsoft programmes and other databases every day (we will train you on our bespoke systems).
* It is also important that everyone at Sustrans supports and follows with the charity’s guidance on branding/key messages and contributes towards raising Sustrans’ profile.
* Everyone at Sustrans is required to work their contracted hours and record their time – if extra hours are worked then we can take time off in lieu.­
* We ask that everyone in Sustrans helps us to develop new opportunities for funded work and builds excellent relationships with our delivery partners and stakeholders.
* Two of our values are *we get things done, together* and *we’re always learning.* Managers often require their teams to get involved in activities that are outside of their job descriptions as we feel this is one of the ways you can learn on the job, develop new skills, make new contacts and progress your career with Sustrans.