



Job Description

Job Title: Communications Co-ordinator

Salary: £24,000-£28,000 Full-time Equivalent (FTE) - 0.8FTE equivalent £19,200-£22,400

Additional benefits: 33 days' holiday (FTE), including public holidays each year; matched pension contributions up to 5%

Hours: 28 hours per week (some evening and weekend work will be required, for which Time Off In Lieu (TOIL) will be available). We are open to discuss flexible working options.

Contract type: Initial fixed term contract until 30 April 2023 with possibility of extension.

Location: Scotland (with occasional work from our Edinburgh office). Due to current Covid-19 restrictions, our team is working from home.

Reports to: Operations Director

Introduction to 2050 Climate Group

Our vision is that by 2050, young people will be active citizens, having led and accelerated the progress to a just and sustainable society. Since we formed in 2014, we have been volunteer-driven and the majority of our work is delivered by a large committed group of volunteers with key support from our trustees' and a small staff team. You'll be joining a collaborative, innovative and dynamic team which values wellbeing. This will be a great chance to develop yourself and contribute in a real way to tackling the climate crisis.

We have been working to empower, equip and enable Scotland's young leaders, aged 18-35, to lead action on tackling the climate crisis. In 2016, the group delivered its first major programme of work, our award-winning Young Leaders Development Programme (YLDP) and our work continues to evolve. In 2018, 2050 Climate Group undertook its first international project in partnership with Malawi Scotland Partnership (MaSP), the Malawi Climate Leaders Project. This is an exciting opportunity to join us as we build on our digital presence after COP26 and look forward to 2022 which has been designated Scotland's Year of Stories.

Job Purpose

You will play a critical role in the development and implementation of our Communications Strategy. You will coordinate the organisation's external communications, with a strong focus on collaborating with our volunteers to generate social media and website content. This role will work across the whole organisation to capture stories and ensure our audiences clearly understand who we are, what we do, and how they can get involved. This will be done in an accessible way with a focus on reaching new audiences.

Crucial to this role is supporting and empowering our volunteers, and other staff and trustees' where appropriate, enabling them to perform their roles to the highest standard with the highest impact. There may be some opportunities for line management of paid placements (e.g. through the Kickstarter scheme) where they occur.

You will be a flexible individual, able to co-ordinate people, processes, and projects with confidence and quickly be able to build rapport with others. You will be essential in managing and co-ordinating our communications activities and able to deal appropriately with reactive media and communications. You will work closely with volunteers, therefore flexibility with working patterns is required for regular evening and weekend work.

What You'll Do

Operations

- Work closely with the volunteer subgroups and relevant staff to co-ordinate the delivery of all external communications activities
- Ensure we have an effective and accessible online presence and support the development of our communications channels (e.g. website, Twitter, Instagram, Facebook, LinkedIn)
- Ensure that our events and activities are effectively promoted on social media and other relevant channels to enable increased awareness and engagement
- Support the team on the co-ordination, management and delivery of all marketing and promotional materials e.g. video creation, overseeing design and copywriting
- Ensure we are represented at appropriate events and that our organisation takes full advantage of opportunities, by managing requests and outreach through social media, email and through networking where appropriate

- Help volunteers to adhere to communications policies and procedures and generally assist in supporting the well-being, personal and professional development of our tremendous team
- Effectively manage budgets relating to communications
- Act as a representative of the organisation in order to promote and enhance the positive profile of 2050 Climate Group on occasion
- From time to time there may be other duties as required

Governance

- Ensure that our brand is reflective of our mission, vision and strategy
- Review, update and embed any communications strategies and guidelines to enable our organisation to represent our brand effectively
- Develop and implement innovative communications plans and monitoring performance against agreed objectives
- Manage the annual impact reporting cycle and communicating our impact on an ongoing basis
- Proactively seek opportunities to communicate success e.g. applying for awards
- Develop and co-ordinate our approach to digital fundraising
- Occasionally attend board meetings where relevant

Person Specification

	Essential (our must haves)	Desirable (our nice-to-haves)
Experience	<ul style="list-style-type: none"> ● Managing and delivering communications projects (preferably individually and alongside others) ● Co-ordinating and creating engaging content (e.g. Twitter, Instagram, Facebook, LinkedIn, website communications) ● Remote working using cloud-based technology e.g. GSuite, Trello, Slack and Zoom 	<ul style="list-style-type: none"> ● Co-ordinating and supporting volunteers and / or young people ● PR, marketing and brand management ● Writing press releases and engaging with the media ● Photography, filming and video editing ● Budget management ● Digital fundraising ● Campaign communications ● Monitoring performance against objectives
Skills and Knowledge	<ul style="list-style-type: none"> ● Excellent organisational skills, including ability to manage multiple tasks/projects ● Ability to work on own initiative, to meet deadlines and manage risk ● Excellent ability to work with and across teams ● Excellent engagement skills, including interpersonal and leadership skills ● Ability to confidently communicate with people in writing and verbally to diverse audiences, specifically racially, ethnically, and socioeconomically diverse communities ● Graphic design and video software tools e.g. Canva ● Excellent computer literacy 	<ul style="list-style-type: none"> ● Knowledge in working towards climate action, as well as sustainability and climate justice ● Knowledge of social media advertising, and marketing and event platforms e.g. mailchimp and eventbrite ● Stakeholder management ● Updating website platforms e.g. Squarespace ● Knowledge of ways to track engagement e.g. Google Analytics

Application process

To apply for the role, please complete the application form at this [link](#), and email an anonymised copy of your CV to recruitment@2050.scot. Applications must be received by 16.00 on Tues 8th February. The interviews are expected to take place digitally between 16-18th February.

We are interested in applications from candidates who meet all of the essential criteria. We have listed our desirable criteria too, but we recognise that enthusiasm and a willingness to learn are often just as important.

In the application form, please let us know if you might require any reasonable adjustments to the recruitment process. The short answer questions will be used to gather basic information and check suitability for the role. The three long answer questions form the basis of the application which will be assessed. CVs will be used to supplement the information provided in the application form to aid interview shortlisting. Applications and CVs will be assessed anonymously as part of our commitment to minimise unconscious bias within our recruitment process. Please submit your CV without your name or photograph, making your name the document file name (this will be renamed).

In terms of salary, our usual starting position is at the bottom of the salary range, however, we appreciate there will be some circumstances where the experience and competencies demonstrated by the candidate justifies a higher starting point within the advertised range.

We are committed to equality of opportunity for all. We are actively looking for people who share our [values](#). We welcome applications from individuals regardless of their gender identity, gender reassignment, marital/civil partnership status, race, sexual orientation, disability including mental health, pregnancy and maternity, religion or belief or any other dimension of diversity. We strive to support inclusive work environments in the everyday culture and activity of the organisation.

Please read our [Employee and Volunteer Privacy Notice](#) to understand how we use your personal information.