



SCOTLAND
THE BIG PICTURE

Rewilding for nature,
climate and people

DIGITAL COMMUNICATIONS OFFICER

(home-based, 0.6FTE)

ABOUT US

SCOTLAND: The Big Picture (SBP) is a charity that works to drive the recovery of nature across Scotland through rewilding, in response to the growing climate and biodiversity crises. Our vision is of a vast network of rewilded land and water, where wildlife flourishes and people thrive.

We are a small but agile and progressive team that works in a spirit of collaboration with many different interest groups to:

- Drive support for rewilding
- Commit more land and water to rewilding
- Return missing species
- Develop rewilding business

Learn more about SBP: www.scotlandbigpicture.com

PURPOSE OF THIS ROLE

SBP has a compelling story to tell about the transformational recovery of Scotland's nature. It's called rewilding.

We are a growing organisation with an exciting portfolio of nature recovery projects to deliver across Scotland, and we believe passionately in the power of storytelling to help turn the tide for nature recovery.

As Digital Communications Officer you will be at the heart of that storytelling.

We seek a rare animal: a digital communications specialist whose natural habitat is the story of rewilding. We need a social media virtuoso who can build on the growth of our online community, maximizing the reach and influence of our work. We also need you to contribute content for use across all our digital channels, and to help us optimise the impact of that content.

KEY LIAISONS

You will be part of the communications team, reporting to the Head of Communications and Campaigns, and will work on a daily basis with members of the team, including the Head of Marketing.

As part of a small organisation with a strong focus on storytelling, you will also regularly work directly with the Executive Director.

You will need to work with colleagues across SBP to ensure our digital communications outputs reflect the priorities of our projects and funders.

And, as our social media lead, you will maintain and develop relations with colleagues in peer and partner organisations across Scotland, elsewhere in the UK and beyond.

KEY DUTIES/RESPONSIBILITIES

Social media

- Lead SBP's social media strategy and day-to-day activity. You will work closely with colleagues but we require the post holder to develop and deliver SBP's social media outputs and outcomes with a high degree of autonomy.
- Develop and implement social media initiatives and campaigns.
- Responsible for all scheduling, writing, posting, monitoring and reporting across SBP's social media channels.
- Liaise with colleagues in the communications team, wider SBP team and partner organisations on daily content and longer-term scheduling.

News and storytelling content

- Develop a regular flow (roughly fortnightly) of short news items to highlight outcomes of our work, primarily aimed at our close stakeholder audiences – for example partnership, collaboration and funding news.
- Assist with and contribute content for the monthly SBP newsletter.
- Develop wider storytelling opportunities that communicate the principles of rewilding and the benefits it can drive. See [here](#)

Digital events

Work with Head of Marketing to develop a range of digital events, such as webinars and podcasts, that tell our story.

Optimisation of content reach

- Work across the communications team to ensure that all communications assets and content, such as films, animations, illustrations and ebooks, are exploited to maximum effect to carry our messaging as widely as possible.

Cross-channel integration

- Work strategically with the Head of Marketing to develop opportunities to build our community through digital marketing communications, across social media, newsletter and website content.

Multi-team support

- Liaise with colleagues across SBP to ensure their projects have their rightful place in our social media schedule.

QUALIFICATIONS AND EXPERIENCE

- Proven expertise in social media strategy and practice.
- Experience of leading successful digital marketing or digital communications campaigns.
- Experience of working, volunteering or being otherwise active in the rewilding, nature restoration or wider ecological field. You will be able to demonstrate solid knowledge of rewilding and its place in the Scottish environmental, social, cultural and political context.

KEY SKILLS/ATTRIBUTES

- Exceptional writing skills and an eye for design.
- Comfortable with visual media and design software.
- Excellent organisational, time management and prioritisation skills with the ability to take the initiative.
- Strong understanding of how to shape proactive and reactive content for social media, in the context of the political and social climate.
- Ability to present complex issues in a compelling way across our audiences.
- Strong self-motivation, the ability to work without close supervision, and be able to work well as an individual and as part of a team.
- Flexible and receptive to a dynamic, rapidly changing environment.
- Enthusiastic for rewilding in Scotland and passionate about storytelling.

TERMS AND CONDITIONS

Salary: £26-28,000 FTE depending on experience. Salaries are paid on the 30th of each month by bank transfer and cover the period of the 1st of the month to the last day of the month.

Place of work: This role is home-based and will require a suitable home office working environment and equipment. Ideally, you will live within two hours of Aviemore to enable regular meetings with close colleagues. Attendance of meetings and events held in other parts of Scotland may also be required. Travel expenses will be paid in accordance with SBP's expenses policy.

Contract: Permanent position.

Hours: Working hours are flexible but must equate to a minimum of 22.5 working hours per week, Monday to Friday. The nature of the post may from time-to-time require evening and weekend work. Paid overtime is not available, but time off in lieu will be given.

Flexibility: Subject to ensuring that the needs of the charity and the role are met, SBP, where possible, endeavours to meet the flexible working needs of its staff.

Holidays: 28 working days FTE (17 days) per annum including public holidays, plus 5 additional office closure days between Christmas and New Year.

Pensions: You may be eligible to be enrolled into SBP's staff pension scheme. Written terms of the scheme are available on request.

Probationary period: 6 months.

Notice Period: 3 months.

Training: SBP is fully committed to personal development and training and offers staff regular opportunity for both internal and external training.

TO APPLY

Please email your CV, plus a one-page covering letter detailing why you are interested in the role and how your skills and experience can help SBP to realise our vision. If applicable, please include any current notice period obligations.

Applications (or interim queries) should be sent to Gareth Overton, Head of Communications and Campaigns (gareth@scotlandbigpicture.com) by **21st October 2022**

First round interviews will be conducted by video call shortly after the closing date.

SCOTLAND: The Big Picture is committed to equality of opportunity for all and we make recruitment decisions by matching our business needs with the skills and experience of candidates irrespective of age, disability, gender, gender reassignment, sexual orientation, pregnancy or maternity, race, religion or belief, and marriage or civil partnership.

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Applications (or interim queries) should be sent to Hayley Gray (hayley@scotlandbigpicture.com) by 5pm on 8 June 2022.

First round interviews will be conducted by video call shortly after the closing date.

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