



JOB OPPORTUNITY COMMUNICATIONS MANAGER

JANUARY 2023

Location: 23 Castle Street, Edinburgh, EH2 3DN with some flexible and weekend working.

Salary: £28,000 + pension

Holidays: 25 days plus statutory holidays

Hours: Full time – 37.5 hours per week

Duration: Permanent

Please apply by email, sending your CV and a covering letter stating your suitability for the role to info@scotlandsgardens.org

Closing Date: 5pm, Wednesday 22 February 2023

We have an exciting opportunity for a new Communications Manager, who will take the lead across all our online and offline promotional channels to promote our charity and our impact, raising awareness of Scotland's Gardens Scheme, promoting our open gardens to maximise visitor numbers and income, and the beneficial impact of funds raised.

ABOUT SCOTLAND'S GARDENS SCHEME

Scotland's Gardens Scheme was established in 1931 to open private gardens to the public, raising funds for charity through garden gate tickets, plant sales and teas. Today, our purpose remains the same and our small staff team supports a wonderful community of volunteers and garden owners around Scotland. Together, we work to develop and deliver a programme of garden openings each year, raising vital funds for hundreds of charities including our core beneficiaries, Maggie's, Perennial and the Queen's Nursing Institute Scotland.

Overview of the Role

The Communications Manager coordinates and oversees implementation of our communications strategy across a variety of online and offline platforms, within specific budgets, ensuring consistency of brand and messaging in line with our organisation's aims. Our primary focus is to raise awareness of Scotland's Gardens Scheme, promote our open gardens to maximise visitor numbers and income, and the beneficial impact of funds raised. The Communications Manager must also stay informed of upcoming trends and developments within digital and traditional media and lead change as appropriate.

This is a lovely opportunity to use your communications skills to work with one of Scotland's longest standing gardening charities. This role focusses on promoting garden open days, telling the story of funds raised for charity and working with hundreds of gardening enthusiasts around Scotland.

Reporting to: Chief Executive

KEY TASKS

The specific roles for this position include, but are not limited to the following:

- Manage planning, delivery and evaluation of our Communications Strategy, including the effective use of our website, e-marketing, social media, e-commerce and print.
- Create and source content for use across multiple platforms.
- To assist with general administration as needed and to assist other members of staff in Head Office, the Chief Executive and Trustees, especially at peak seasonal periods.
- Liaise with external partners such as our database/web developer, designers, artworker, PR consultant, advertisers and sponsors.
- Lead with the production of our annual guidebook.

Digital

- Manage and monitor effectiveness of campaigns, social media and communication platforms including Twitter, Facebook, Instagram, TikTok, AdWords and any other accounts deemed appropriate.
- Manage and monitor effectiveness of the SGS website and co-ordinate content for site pages and our blog (CMS training provided).
- Manage then monitor effectiveness of regular public e-newsletters via Mailchimp and contribute to internal e-newsletters which inspire and inform as appropriate.
- Coordinate then monitor Survey Monkey campaigns as required
- Maintain our e-commerce site and online ticketing

Design & Print

- Oversee the production of our annual guidebook, particularly content and design, using InDesign and our database.
- Oversee, and contribute as appropriate, to special leaflets to promote our activities.
- Create additional promotional materials as appropriate, such as adverts, flyers, e-cards.

PR & Promotion

- Work with beneficiaries, charities and partner organisations to explore mutual promotional opportunities. Provide digital content for promotional opportunities.
- Develop and monitor national media/editorial coverage and our online profile and report on performance. Identify and support opportunities for outreach to help promote the charity.
- Oversee the management of our photographic library to assure good promotional opportunities.
- Craft engaging content for use across all our platforms.

Income Generation

- Assist in generating income for the charity, especially through advertising revenue and funding opportunities.
- Support our existing sponsors and work to secure new sponsorship partners

Monitoring & Evaluation

- Evaluate the success of our website and social media using analytic tools and SEO and provide feedback, make targeted improvements and recommendations for future as appropriate.
- Create and disseminate surveys for garden visitors to understand visitor experience.
- Provide quarterly reports on activity and evaluation of all channels.

Working with Volunteers

- Working with the Volunteer Support Officer, inspire, train and support District Volunteers with their promotional activities including regular suggestions, templates and activities for coordinated editorial content, communications and social media.
- Assist in coordinating the District annual garden opening information for our guidebook.
- Working with the Volunteer Support Officer, help to recruit, inspire and support photographers to support our photographic library.

SKILLS & EXPERIENCE	
ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> • Proven experience in communications or similar role • Excellent writing skills and confident in content creation • Sound technical ability and confidence using a range of digital and software platforms. • Excellent knowledge of MS Office and relevant marketing software. • Experience of using Mailchimp (or similar) and of managing websites. • Excellent organisational and multi-tasking skills. • Outstanding communication (written and oral) and interpersonal abilities. 	<ul style="list-style-type: none"> • Solid knowledge of market research techniques, statistical and data analysis methods. • Experience of using Creative Cloud, in particular InDesign. • Qualification in marketing, business administration and/or experience in relevant field. • Experience of e-commerce and e-ticketing solutions • Thorough understanding of social media and web analytics. • Good understanding of design, branding and photography. • Driving licence and access to a car • Knowledge of the charity sector & experience of working with volunteers
QUALITIES	
ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> • A team player with a problem-solving approach. • Willingness to work flexibly as required by the position. • Creativity and commercial awareness. 	<ul style="list-style-type: none"> • Appreciation of and interest in gardens and gardening. • Attention to detail and an eye for design.

SCOTLAND'S GARDENS SCHEME ANNUAL SCHEDULE

We work around a calendar of events to support our volunteers, garden owners and their garden openings. Key activities are normally scheduled as follows:

- Jan – Feb: Annual programme online; guidebook print & distribution;
- Jan-Mar: Snowdrop openings; resource preparation for Volunteers and Garden Owners
- April: Regional Meetings with Volunteers and Garden Owners.
- May-Aug: Garden openings; programme development for the following year.
- Sept: annual conference
- Oct-Dec: Work with our Volunteers and Garden Owners to identify the next year's calendar of events and create our annual guidebook and update our website. Over this time all staff work closely with our Volunteers and our database.

Please note that the notice period for this position, while normally one month, will be extended to up to three months over our busy annual guidebook preparation period, normally October-December, and we ask that no one leave during this period.