JOB DESCRIPTION

**JOB TITLE PR, Marketing & Communication Officer**

**LOCATION Perth**

**SALARY £25000 - £28000 for 35 hour week.**

**JOB PURPOSE**

Reporting to the Perth & Kinross Countryside Trust (PKCT) Director and working closely with the PKCT team, the **PR ~~,~~ Marketing & Communication Officer** will be responsible for promoting the work of PKCT and encouraging people to enjoy the countryside of Perth and Kinross.

**KEY RESPONSIBILITIES**

Working with the Trust Director, staff team and Trustees, deliver and help develop our Marketing and Communication Plan for promoting the Trust and its projects including Perthshire Big Tree Country, the Cateran Trail & River Tay Way, Discovery , Learning & Engagement activities & supporting the Perthshire Nature Connections Partnership . Delivering the Marketing & Communication Plan will include:

* Developing and managing PKCT’s online and social media presence including the online and social media aspects of PKCT’s projects
* Developing and managing PKCT’s PR activities including press releases, media articles and advertising activities.
* Developing and managing the delivery of PKCT’s events and PKCT’s involvement in external events. fundraising activities and online giving
* Developing and working with others to manage PKCT’s network of business supporters such as local accommodation providers, tourism businesses and restaurants and being responsible for overseeing the PKCT Friends Scheme
* Coordinating and managing the production of print and interpretation aspects of PKCT’s work and projects including reports, leaflets, guidebooks, interpretation boards and signage.
* Contributing PR and Marketing expertise to PKCT’s collaborative working relationships with key stakeholders including Perth & Kinross Council, Forestry Commission Scotland, Visit Scotland and community groups.
* To undertake such other duties as may be assigned by the Trust’s Executive Committee.

PERSONAL SPECIFICATION

**JOB TITLE PR, Marketing and Communication Officer**

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| **ATTRIBUTES** | **ESSENTIAL** | **DESIRABLE** |
| Experience /  Education / Training | * Previous experience in a PR and/or marketing role * Evidence of career development | * Degree or diploma in a relevant subject or equivalent experience * Marketing or Communications qualification or equivalent * Evidence of continued professional development * Valid drivers’ licence |
| Knowledge / Skills | * Current knowledge and experience of developing and managing websites and social media streams * Experience of working effectively with stakeholder networks * Experience of working effectively with graphic designers, interpretive specialists and printers * Experience of organising and promoting events | * Experience in a similar post in a social/environmental organisation * A broad grasp of the Scottish Outdoor Access Code, sustainable development and environmental issues * Knowledge of interpretive techniques * Editorial experience * Basic knowledge of charity sector fundraising techniques/online giving |
| Competences | * Organised and efficient, with a proven track record of being able to plan, co-ordinate, prioritise and deliver tasks across a number of projects. * A proven track record of establishing good working relationships with colleagues and external stakeholders. * Able to work with your manager and colleagues to develop your work plan. Once your work plan is in place, take responsibility for its delivery while ensuring the rest of the team know how your work is developing. * Able to produce accurate, articulate written material. * Able to confidently and articulately present to group. * Familiar and confident with MS Office packages particularly Outlook, Word, Excel and PowerPoint. * Familiar and confident with basic graphics/image manipulation packages. | * Interest in the countryside and environmental issues * Knowledge of local government structure and organisation * Research and development skills |
| Other | * The nature of the role means that from time to time the person will be required to visit remote outdoor locations to view project work. * The nature of the role means that from time to time the person will be required to undertake work involving an overnight stay and/or weekend work. * The post does allow flexibility in working and ‘work from home’ for some of the time | |