

# Job Description – Communications and PR Officer



<b>Responsible to</b>	The Project Manager
<b>Salary</b>	Up to £29,663 per annum pro rata + 6% contribution to pension scheme
<b>Hours of work</b>	Full time, 35 hours a week, or part-time; including some evenings and Saturday work
<b>Place of work</b>	FCCAN host organisation and/or community locations; also from home depending on job requirements
<b>Contract</b>	Fixed term to 31 March 2024, with the possibility of extension subject to continued funding
<b>Holiday</b>	33 days inclusive of public holidays, per annum pro rata
<b>Requirement</b>	The post-holder will be subject to a Disclosure Scotland check

## Background

Fife Communities Climate Action Network (FCCAN) is a network of community groups in Fife that are taking action on climate change. We are a Community Interest Company (CIC – registration number SC674589). Our aim is to empower and enable communities to create a low carbon future, and promote local resilience and well-being. By working through this network, we share information, resources and knowledge whilst tackling the barriers to low carbon living in Fife. We also act as a channel of communication with Fife Council and the wider Scottish Communities Climate Action Network to whom we are affiliated.

This post will be part of a team delivering a new project, the Fife Climate Hub, funded by the Scottish Government.

The Scottish Government is building a network of regional community climate action hubs. These will provide a strategic regional approach to climate change action. The network of regional hubs will support communities to take action and will drive wider behaviour change. Fife Communities Climate Action Network has been funded to develop and run a climate action

hub for Fife.

Our vision is for a regional hub supporting Fife communities to take practical local action on the climate emergency. The hub will provide advice and support, promote collaboration across communities and sectors and enable learning.

Climate action needs to be everyone's business. We will reach beyond the people and communities who are already engaged in climate action and engage with people and groups at all stages of their journey. We will raise awareness of climate change, highlight positive examples and inspire action. We will work with a wide range of people and groups to reach different audiences including youth groups, sports clubs, faith groups, equalities groups, community halls, arts groups and community councils.

The aim of the project is to map current community climate action taking place across the region, assess current and future support needs and develop an active supportive network, with a view to creating the necessary resources and services to support existing community climate action and help develop further action. As part of this process, the Fife Hub will build collaborative relationships with existing local, regional and national organisations and networks. The Hub will cover the local authority area of Fife.

This is an exciting opportunity to shape the support given to community climate action within Scotland by developing a model of localised 'grassroots' collaborative support.

For more background information, see FCCAN on <https://fccan.wordpress.com>.

## **Job purpose**

The Communications and PR Officer will contribute to the delivery of the FCCAN Hub, its aim, objectives and outcomes by planning and delivering its communication and PR strategy. This includes developing a communication plan, creating and managing website and social media channels, writing and disseminating publicity material and engaging with the public and the media. The role also involves organising engagement and promotional events and encouraging collaboration and engagement with stakeholders and partner organisations.

## **Specific responsibilities**

Responsibilities include:

- Create and maintain the FCCAN Hub website and social media channels to support FCCAN's work
- Create content for the website and social media accounts

- Organise engagement and mapping events for a range of stakeholders and partner organisations, including private, 3rd and public sector, communities and the public
- Develop the FCCAN network and build its membership of partner organisations
- Establish and maintain effective relationships with journalists and maintain a media database
- Create and deliver training on publicity, social media, and communications
- Assist in facilitating an annual Fife Climate Week, promoting the event and its activities and encouraging participation
- Creating brochures, presentation and publicity packs and training materials
- Collaborate with and provide support to internal and external partners

### **General responsibilities**

- To promote the values of FCCAN when working in the wider Fife community and engage with the communities in a way that empowers them to adopt sustainable behaviour changes
- To comply fully with the FCCAN's ethos, policies and procedures and relevant legislation
- To work and communicate effectively with other team members
- To work constructively and effectively with partners, groups and organisations
- To provide an excellent participant experience
- To attend and contribute to team meetings and training courses
- To undertake other duties in line with the job purpose

### **Equal opportunities**

FCCAN values diversity and is committed to providing equal opportunities for all staff and applicants regardless of race, gender, age, disability, religion, belief, sexual orientation, marital status or pregnancy and maternity. FCCAN makes hiring decisions based solely on experience, skills and the needs of the CIC at the time. Please tell us if you have access needs for the recruitment process and we will try to meet your needs.

# Person Specification

You should:

- Have significant experience in developing publicity plans and materials and conducting publicity campaigns
- Have excellent skills in the use of website content management systems and social media platforms
- Be proficient in web design and graphics creation
- Have experience planning and running workshops and community events
- Have experience in creating training materials and running training events
- Have a good knowledge of climate change and environmental issues
- (Desirable but not essential) be educated to degree level in a subject relevant to the objectives of FCCAN and the requirements of the post

You will have the following qualities which are essential to this role:

- Excellent attention to detail
- Ability to work autonomously and as part of a team
- Creativity
- Excellent organisational, interpersonal and communication skills
- Ability to prioritise and balance your workload to meet deadlines and deliver outcomes

Regular travel within Fife is necessary. The postholder may also be required occasionally to travel out with Fife via public transport. Travel expenses will be reimbursed.