

Communications Manager

Salary: £40,280 - £47,700 dependent on the level of experience and added value that candidates demonstrate

Full time (35 hours per week). Flexible and/or part-time working hours open to discussion.

Edinburgh/ Flexible hybrid working

The role

This role offers an exciting opportunity for an ambitious Communications Manager to work as part of a team of changemakers within a knowledgeable, supportive, and collaborative organisation.

You will support Sniffer's strategy by leading and developing our approach to communications at an organisational level and across a portfolio of projects and programmes that address climate justice, vulnerability and inequality. Our medium-term focus is on climate resilience, and longer term we are pursuing a broader agenda of transformational change in response to a range of environmental and social challenges.

About Sniffer

[Sniffer](#) is a catalyst, helping communities, organisations and places, and collaborating across sectors to support transformation towards a flourishing and fairer future for all in a changing climate.

Working at Sniffer involves being part of a collaborative and social team, with a strong focus on employee wellbeing, opportunity to develop and explore your own innovative ideas, and with great shared office space at the Edinburgh Climate Change Institute and a touch-down space in central Glasgow. At an exciting time in Sniffer's development as an organisation, with a new strategy, a rebrand in-process, and a growing portfolio of projects, we are seeking to recruit a Communications Manager who will create compelling communications plans and content to increase the visibility of Sniffer and its programmes.

Our work is structured across three areas:

- **Climate Ready Leadership:** empowering and equipping leaders from across society, to lead transformation toward a fair and flourishing future for all.
- **Climate Ready Placemaking:** ensuring that more places across Scotland are better able to flourish in a fair way in our changing climate.
- **Climate Ready Innovation:** working with others to learn by doing things differently and doing different things.

We are progressing a rebrand and are anticipating key activities in relation to raising Sniffer's profile including a new website and strengthening our advocacy role. Our target audiences include public, private and third sector organisations and communities, as well as research partners and a diverse range of funding bodies including governmental and philanthropic funders.

Key responsibilities

Promote and further develop Sniffer's brand identity, including:

- Oversee the development and launch of new branding and a new organisational, and programme-level websites.
- Integrate Sniffer's brand across our external communication channels.
- Socialise Sniffer's brand messaging throughout the team.
- Develop stories that highlight Sniffer's unique approach to systemic change.

Implement effective communication strategies, including:

- Lead the development and delivery of a communications strategy and communications plans to raise Sniffer's profile amongst key audiences
- Have oversight and coordinate communications across work programmes including [Adaptation Scotland](#) and [Climate Ready Clyde](#).
- Manage and produce engaging, inclusive and accessible content for the Sniffer and programme websites, social media channels, and email marketing.
- Lead media relations, develop press releases and press kits, and build relationships with local and national media to generate positive coverage of Sniffer's activities.
- Build relationships with other sustainability and system change-focused organisations to strengthen joint messaging.

Manage the design and production of all print and digital materials:

- Develop and maintain brand guidelines, including document and design templates, and ensure they are followed.
- Oversee production of key publications to ensure that content, messages and tone are consistent, inclusive and accessible.
- Plan, support and manage design, content and print for external facing materials.

Candidate Profile

We are looking for candidates who have a broad range of communications experience and are passionate about working towards a fair and flourishing future for all in a changing climate. Candidates should enjoy working in a collaborative and creative team with a supportive and enabling culture.

Communications expertise

- Highly articulate with excellent content creation and writing skills.
- Proven ability to develop and implement clear and concise communication plans.
- Passion for telling captivating stories that resonate with target audiences, simplifying complex information and policy.
- Skilled at creating engaging social media and website content, and managing social media engagement across multiple platforms; website content management and editing.
- Demonstrable experience of working at a strategic level and with senior internal and external stakeholders.
- Skilled at using relevant software and platforms (e.g. Adobe Indesign, SurveyMonkey, Mailchimp, Wordpress, etc.)
- Experience of designing all content with accessibility in mind

Qualifications and experience

- At least five years' experience of implementing creative and effective communication activities across a variety of projects and for a range of audiences.
- Knowledge of climate change (including impacts for Scotland), or experience working in a relevant field.

Educated to degree level or equivalent professional experience, with evidence of learning and professional development relevant to a communications role.

Applicants must be eligible to live and work in the UK. Sniffer is unable to act as a sponsor for the purposes of obtaining any work visas. All non-UK citizens must have the necessary work permissions / visa in place before a job application can be progressed. We encourage applications from candidates from diverse backgrounds, including those that are underrepresented in the environmental sector.

Sniffer is committed to staff development and to identifying opportunities for career progression within the business structure.

Sniffer Benefits

- Annual Leave - 28 days flexible leave + 7 days fixed leave
- Flexible Working
- Company Sick Pay
- Death in service scheme
- Pension scheme with Sniffer matching employee contributions up to 6% of salary

For a confidential discussion about the role, please contact Ruth Wolstenholme, ruth@sniffer.org.uk.

Closing date for applications:

To apply, please **submit an application form** to recruitment@sniffer.org.uk by 12 noon on Friday 17 November 2023.

Online (MS Teams) interviews are likely to take place w/c 27 November of 4 December