

WEST LOTHIAN CLIMATE ACTION NETWORK HUB

Communications Worker

SALARY	£35,000 including pension contribution (Pro Rata).
FIXED TERM	Until 31st March 2024, with scope to continue to 31st March 2026 subject to final budgetary approval by the Scottish Government.
HOURS OF WORK	18 hours per week flexible working with evening / weekend work.
ANNUAL LEAVE	25 days paid leave plus 10 Public Holidays (Pro Rata).
PENSION	Contributory Pension Scheme.
ADDITIONAL REQUIREMENTS	The post holder will be subject to a Disclosure Scotland check. The post holder will have a full clean driving licence.
LOCATION	West Lothian Council Area: located in member organisation offices, such as the Community Development Trust in Fauldhouse and Breich Valley, and the Voluntary Sector Gateway office in Bathgate. Also flexible hot desk in community locations and Home working,
RESPONSIBLE TO	The post holder's employer is the Board of Directors of WLCAN HUB. The post holder will report to the WLCAN HUB Senior Development Worker.

BACKGROUND

West Lothian Climate Action Network Hub (WLCAN Hub) is fully funded by the Scottish Government and part of the National Hub initiative put in place to support communities to come together and engage collectively on climate action, supporting the transition to low carbon and climate resilient living and driving wider behaviour change.

In West Lothian, our vision is to support and empower communities to develop local solutions to make the transition to net zero and climate resilient living possible through empowerment and capacity building in communities throughout the area.

JOB PURPOSE

The role of the Communication Worker is to contribute to the delivery of the WLCAN Hub, its aims, 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.

MAIN DUTIES AND RESPONSIBILITIES

- Managing and maintaining WLCAN Hub website and social media platforms, including collaborating with staff to ensure accuracy and updating of website information.
- Co-developing and implementing PR & Comms strategy, including social media strategies, planning and campaigns.
- Creating engaging digital content to promote WLCAN Hub's mission and initiatives.
- Designing promotional materials for campaigns, festivals, and events.
- Crafting compelling stories and narratives about community activities and initiatives using a variety of mediums.
- Collating, analysing and acting on data to ensure effectiveness of PR & Comms strategies, plans and delivery.
- Ensuring community members are informed about appropriate opportunities, news, events, resources and funding timeously in an engaging fashion,
- Enabling members to develop the tools and knowledge to effectively publicise their local projects and build peer support online, including organising and hosting regular "communication surgeries" and suitable training.
- Liaise and collaborate with staff team to ensure consistent brand messaging, alignment of outreach strategies with community initiatives, and provide valuable insights for effective communication with target audiences.
- Draft and present written and verbal reports to the WLCAN Hub Senior Development Worker and Board of Directors, when and to the extent required.
- Represent WLCAN Hub at relevant meetings and events.
- Any other tasks as required to contribute to the delivery of WLCAN Hub core functions.

ESSENTIAL KNOWLEDGE AND EXPERIENCE

- Experience in social media strategy, planning and management.
- Experience and knowledge of 'storytelling'.
- Proficiency in website maintenance and content creation.
- Experience in digital marketing.
- Experience of developing training materials and delivery of training is desirable.
- Experience in partnership and collaborative working.
- Familiarity with social media platforms and strategies for community engagement.
- Proven experience in communications, social media management, or similar roles.
- Demonstrated experience in Google/Microsoft and other applications..
- Proficiency in design software Canva and Adobe Creative Suite.
- Demonstrated experience in community engagement or similar roles is desirable.

SKILLS AND ABILITIES

- Ability to connect and foster collaborative and empowering working relationships with peers, staff and members of the WLCAN Hub.
- Flexibility and a proactive attitude with the ability to motivate and engage with others.
- Good time management and organisational skills.
- Ability to work independently and meet deadlines.

- Enthusiastic, flexible, self-motivated, approachable and resilient.
- Demonstrating a commitment to continuous professional learning and development to enhance and maintain a comprehensive skill set.
- Passionate about climate change, biodiversity, climate justice and the empowerment and power of communities.

QUALIFICATIONS

Degree level qualification or equivalent in IT or media related subject or other relevant field connected to climate change.

EQUAL OPPORTUNITIES

WLCAN Hub 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. WLCAN makes hiring decisions based solely on experience, skills and its needs at the time. Please tell us if you have access needs for the recruitment process and we will try to meet your needs.

ADDITIONAL REQUIREMENTS

Regular travel within West Lothian is necessary. The postholder may also be required occasionally to travel outwith West Lothian. Travel expenses will be reimbursed.