The Open Seas Trust, SC045699

Job Description – Head of Communications

Salary – £43,352 - £53,524

5 days per week, reporting to Director

Location – flexible within Scotland

Job Purpose

To lead external communications for the organisations, and develop and manage the organisation’s communication campaign activity. You will manage staff where appropriate and work in a small Senior Management Team with Director and Operations Lead to ensure collaborative delivery of other core activities including media planning, media outputs, social media, stakeholder engagement, outreach.

Job duties

* Lead external communications across the organisation, ensuring impact, consistency and alignment with strategic goals.
* Develop and deliver communications strategies for campaigns, research reports, legal action, fundraising and political engagement.
* Manage digital and communications staff and, where necessary contractors, supporting professional development and high-quality outputs.
* Plan and deliver media engagement, including writing press releases, cultivating journalist relationships, pitching stories and responding to media opportunities.
* Oversee digital communications, including social media strategy, website content, newsletters and supporter communications.
* Work with campaign and research staff to translate complex policy or scientific material into accessible, engaging content.
* Protect and strengthen brand identity, tone of voice and visual consistency across all materials and channels.
* Track and evaluate communications impact, using analytics, media coverage and stakeholder feedback to improve performance.
* Represent the organisation externally, including in coalition spaces and stakeholder forums.
* Contribute to organisational planning and strategy as part of the Senior Management Team

Essential criteria

* Significant experience in strategic communications, media relations or public affairs.
* Excellent written and verbal communication skills, including persuasive copywriting.
* Proven ability to develop and lead communications strategies.
* Strong organisational and project management skills.
* Ability to translate complex information into compelling public messages.
* Experience of managing staff and external suppliers.
* Experience in digital content creation, website and social media platform management.
* Commitment to environmental and social justice values.
* Experience in crisis communications or reactive media work.

Desirable criteria

* Experience working in a campaigning, charity or advocacy organisation.
* Knowledge of marine or environmental issues.
* Graphic design or video editing skills.
* Experience in website development
* Gaelic or Scots language skills