

## Head of Advocacy and Communications

Reports to	Director
Contract	Full time permanent
Salary	£42,299 (pro rata)
Annual leave	25 days plus 10 public holidays
Other	35 hours, Monday to Friday Office-based but flexible, hybrid working is available. 8% employer pension contribution

### About us

Edinburgh World Heritage is an independent charitable company dedicated to ensuring that our World Heritage status is a dynamic force that benefits everyone - those who live, work or study in the city, and those who visit.

Edinburgh is a unique place - steeped in history, with iconic topography and stunning historic buildings and public spaces. The 'Old and New Towns of Edinburgh' was inscribed as a World Heritage Site by UNESCO in 1995. Edinburgh World Heritage Trust was formed in 1999 bringing together the Edinburgh New Town Conservation Committee and the Edinburgh Old Town Renewal Trust to function as both a management agent but an advocate for its character and appearance.

Our mission is threefold:

- **To Protect** the authenticity of the site
- **To Enhance** and conserve the integrity of the site for all
- **To Promote** the site's Outstanding Universal Values.

We work in partnership with Historic Environment Scotland and the City of Edinburgh Council as well as with a wide range of stakeholders and kindred organisations including community and resident associations, heritage and architectural advocacy bodies, academia, media and the public.

# Edinburgh World Heritage

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April 2026



Our offices are based in Acheson House in the Old Town where our team of heritage specialists, technical experts and development staff deliver a wide range of activities. We distribute grants for the conservation of historic buildings, support repair and creative development/interpretation of historic public spaces, develop solutions and guidance through our climate emergency programme, support communities in the appreciation of the rich heritage of the city, and function as an advocate for the protection and improvement of the site.

## **Job summary**

The Head of Advocacy and Communications is responsible for the way we communicate the work and values of our organisation, and Edinburgh as a World Heritage Site. Maximising the impact of our reputation, profile and engagement and articulating the social, economic and environment values that inscription brings to the city are key objectives of the role. The postholder will lead and provide strategic direction, advice and delivery for our communications, advocacy and engagement activities and programmes. They will also help develop research programmes and support colleagues in the dissemination of information aimed at moving World Heritage issues further up the public and political agenda.

Part of the Management Team, the Head of Advocacy and Communications supports the Director, senior managers and the Board of Trustees in the leadership and direction of the charity, helping to formulate and execute the organisational strategy and ensuring that Edinburgh World Heritage meets the goals of strategies and grant programmes.

## **Main responsibilities:**

### 1. Advocacy

- Develop and deliver a compelling advocacy plan and narrative.
- Create a research programme for EWH and the Site, working with core partners, universities, agencies and the wider sector.
- Maintain and enhance Edinburgh World Heritage's position as an authoritative voice for heritage, conservation and place-making issues in Edinburgh.
- Maintain, support and build relationships with key decision-makers in the city, including city leadership, local councillors, MSPs, MPs and others.

- Support the work with Historic Environment Scotland and the City of Edinburgh Council to implement the World Heritage Site Management Plan.

## 2. Communications

- Develop and drive EWH's communications strategy ensuring a compelling narrative for all organisational activities.
- Design, manage and execute programmes to build public awareness of the World Heritage Site and its outstanding universal value and EWH's work in protecting and promoting the Site.
- Maintain and build Edinburgh World Heritage's profile and awareness of its purpose, work and key activities including brand management.
- Manage key stakeholders and media contacts.
- Develop and enhance EWH's digital and social media presence including use of AI processes to increase/support workflow.
- Act as a prime contact for media with responsibility for Corporate Office Response and "rapid reply" management.

## 3. Engagement

- Develop and deliver EWH's engagement strategy and action plan, supporting the work of the Fundraising and Engagement Manager and others, as appropriate.
- Engage with local communities across the site and beyond including formal processes such the WHS Management Plan Oversight Group.
- Consolidate and develop engagement resources and opportunities, targeting new audiences.

## 4. Fundraising

- Lead and support with colleagues the design and execution of EWH's fundraising strategy.
- Design and execute campaigns to attract individual donors and corporate partners.
- Build and cultivate relationships with existing donors and funders.
- With others, pilot and develop new funding streams and activities.
- Collaborate with programme leads to identify fund development opportunities and impact stories.

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## 5. Team Management and Collaboration

- Support the Board, Director and Heads of Departments to deliver Edinburgh World Heritage strategy and programmes
- Lead on internal communications, ensuring effective knowledge sharing across departments
- Champion collaborative working and manage organisational resources
- Line manage and mentor the Engagement team; currently Fundraising and Engagement Manager and Communications and Digital Media Officer (more roles including volunteers/students may be added).
- Brief the Director, Heads of Departments and Board on key communications issues as required.

## 6. General

- Support the Director and other senior managers to deliver Edinburgh World Heritage strategy, WHS Management Plan and various work programmes.
- Brief the Director, senior managers and Board on key operational issues as required.
- Assist as necessary across the business in an open and flexible manner to help ensure that Edinburgh World Heritage remains a sustainable and respected organization.
- Work with the WHS Steering Group and WHS Core Partners (City of Edinburgh Council and Historic Environment Scotland) to ensure clear messaging and transparent internal and external messaging.
- Ensure timely and accurate monitoring and evaluation of budget and activities as appropriate.

## Person Specification

	Essential	Desirable
Qualifications/Training	Degree and/or demonstrable industrial knowledge.	Relevant professional accreditation e.g. CIM, CIPR, IOF
Experience	Managing a team and working collaboratively across functions	



	A track record of delivering impactful advocacy and communications programmes and projects	Experience in media relations, including pitching stories, statements, interviews, and crisis communications
	Creation of compelling information campaigns for a wide range of audiences	Development of marketing and fundraising strategies with measurable outcomes
	Digitally aware; delivery of web and SM development and outputs; experience in use of AI in writing and graphic production	Experience of CRM management
	Working with value-based organisations	
Skills, Knowledge and Attributes	Exceptional communication skills, able to explain complex ideas to a range of audiences	Strategic planning and analytical skills
	Research development and delivery	Project and programme management skills
	Awareness of public policy and policy development	Understanding of heritage, planning and place-making concepts
	Diplomatic in managing relationships and the competing demands of stakeholders, community groups and others	Understanding of evaluation processes and techniques
Other	Commitment to diversity, equality and inclusion	
	A collaborative problem-solver and decision-maker	

EWB is an equal opportunities employer. We are committed to building an inclusive workplace where everyone is treated fairly, equitably and respectfully.

We are committed to levelling the playing field, and we encourage anyone from any background to apply even if they don't tick every box.

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**IMPORTANT** - EWH's offices are on the first floor of Acheson House, a Category A-listed building. They are not wheelchair accessible. If this poses an issue, please give us a ring to discuss specific needs, requirements and opportunities.

We believe flexibility is important, and an attitude of working together to deliver a common objective is important to us. Working routines are not a barrier, and we are happy to consider a range of flexible working patterns if you are the right person for us. Currently, the staff team work a minimum of 2 days per week in the office (currently Monday and Thursday).

If you have any questions or queries, please contact the Director, Terry Levinthal initially on [Director@ewht.org.uk](mailto:Director@ewht.org.uk)

## **How to Apply:**

Please send a current CV and a Supporting Statement of no more than two A4 pages to: [Director@ewht.org.uk](mailto:Director@ewht.org.uk)

Please title the email as "Head of Advocacy and Communications - Your Name" and make sure that documents sent are clearly identifiable. We accept either Word or PDF formats.

**PLEASE NOTE** - We do not accept applications generated from recruitment websites such as Indeed, although we do use these channels to advertise opportunities.

## **Key Dates:**

Launch: TBC

Closing date for Applications: TBC

First Interview: TBC

Second interview (if necessary): TBC

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If you need any flexibility or adjustments in our interview process to help set you up for success, then please let us know.