

## Job Description – Communications Lead



<b>Responsible to</b>	Development Manager
<b>Salary</b>	In the range £25,749 to £28,250 per annum pro rata + 6% contribution to pension scheme
<b>Hours of work</b>	28 hours per week (0.8 full-time equivalent) on a flexible basis, including some evenings and occasional Saturday work*
<b>Place of work</b>	Greener Kirkcaldy office and community locations; Greener Kirkcaldy has a hybrid working policy, allowing staff to work from a hybrid of office and home depending on the needs of each role
<b>Contract</b>	Permanent
<b>Holiday</b>	33 days inclusive of public holidays per annum pro rata initially, going up to 37 days after 5 years' service
<b>Requirement</b>	The post-holder will be subject to a Disclosure Scotland check

\* Greener Kirkcaldy operates a 'time off in lieu' policy for any work outwith office hours.

### Job purpose

To lead a small team in the delivery of Greener Kirkcaldy's marketing, communications, campaigns and events programme.

Part of the Development and Communications Team, the Communications Team is responsible for developing and coordinating marketing and communications for all Greener Kirkcaldy teams and producing marketing content for a range of different outputs and platforms. They also coordinate the calendar, booking system and promotions for all Greener Kirkcaldy events, and organise and deliver engagement activities and campaigns. The team currently includes a Development Worker (Communications + Events) and has a growing team of Media Volunteers who write blogs for the website.

Our work is diverse and includes programmes of action on climate change, fuel poverty and food insecurity. We work in Kirkcaldy and across the region of Fife, often in partnership with other charities and public-sector organisations. Your team's work will encourage individuals, households, community groups and businesses to make Fife a greener and fairer place to live.

Campaigns will cover a wide range of topics and behaviour change themes including home energy efficiency, food, transport and waste reduction.

For examples of Greener Kirkcaldy's work and partnerships see: [www.greenerkirkcaldy.org.uk](http://www.greenerkirkcaldy.org.uk), [www.cosykingdom.org.uk](http://www.cosykingdom.org.uk), [www.climateactionfife.org.uk](http://www.climateactionfife.org.uk) and [www.langtouncycles.org.uk](http://www.langtouncycles.org.uk).

### **Specific responsibilities**

- To develop and implement communications strategies, systems and procedures
- To provide line management, support and supervision to the Development Worker (Communications + Events)
- To coordinate and deliver marketing and promotion for all Greener Kirkcaldy projects and activities, in collaboration with all teams
- To coordinate and deliver marketing and promotion, engagement events and behaviour change campaigns for Fife-wide projects, working with external project partners
- To manage marketing budgets, in accordance with Greener Kirkcaldy procedures
- To set marketing and communications targets and monitor analytics
- To plan and develop engaging communications campaigns for a range of different audiences, including potential participants, members, donors, volunteers, funders, partners and other stakeholders, and the wider community
- To act as the marketing and PR contact for Greener Kirkcaldy
- To write press releases, respond to media enquiries and maintain relationships with journalists and other members of the press

To lead a small team:

- To organise and deliver engagement events, talks and workshops
- To coordinate the Greener Kirkcaldy events calendar, booking systems and events promotion
- To deliver day-to-day marketing and communications activities, including producing content for a range of different marketing materials and platforms, e.g. printed materials, newsletters, website, blogs, images, videos and social media
- To manage an online presence including websites (WordPress) and social media platforms
- To recruit, train and support Media Volunteers
- To ensure that materials and content (internal and external) are up to date
- To develop Greener Kirkcaldy's mailing list and membership
- To develop Greener Kirkcaldy's individual donations and sponsorship

### **General responsibilities**

- To work as part of the Greener Kirkcaldy team to promote and encourage

understanding of environmental and community development issues in the local area

- To promote the values of Greener Kirkcaldy when working in the local community
- To provide excellent customer service
- To work and communicate effectively with other team members (staff, sessional workers and volunteers) to achieve goals
- To work constructively and effectively with project partners
- To report on the success of allocated tasks
- To comply fully with the organisation ethos, policies and procedures and relevant legislation
- To attend and contribute to team meetings, board meetings and training courses
- To provide a positive role model for the staff team
- To undertake other duties in line with the job purpose

This post is part-funded by The National Lottery Community Fund.