

Job Description – Communications Lead



Responsible to	Development Manager
Salary	In the range £27,250 to £28,250 per annum pro rata + 6% contribution to pension scheme
Hours of work	28 hours per week (0.8 full-time equivalent) on a flexible basis, including some evenings and occasional Saturday work*
Place of work	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
Contract	Permanent
Holiday	33 days inclusive of public holidays per annum pro rata initially, going up to 37 days after 5 years' service
Requirement	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.

About Greener Kirkcaldy

Greener Kirkcaldy is a community-led charity and development trust working locally to combat the climate emergency, tackle fuel poverty and food insecurity, and bring people together for a more sustainable Kirkcaldy. We deliver a range of projects, events and skills training to meet the needs and goals of local people – working towards a future where everyone can live better and tread more lightly on our planet.

This is an exciting time to join Greener Kirkcaldy. Our staff team is growing as we expand our programme of work to meet the needs of our community and tackle the twin climate and cost-of-living crises. You will also be a part of an exciting 5-year Fife-wide partnership project - Climate Action Fife, of which Greener Kirkcaldy is the lead partner. The project will encourage individuals, households, community groups and businesses to make Fife a greener and fairer place to live.

For examples of Greener Kirkcaldy's work and partnerships see: www.greenerkirkcaldy.org.uk, www.cosykingdom.org.uk, www.climateactionfife.org.uk and www.langtouncycles.org.uk.

Job purpose

This is a new post - we're looking for someone 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.

You will also lead and coordinate communications for the Climate Action Fife partnership project.

Specific responsibilities

- To develop and implement communications strategies, systems and procedures
- 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 the Climate Action Fife project, working with external 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 our 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

Equal opportunities

Greener Kirkcaldy 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. Greener Kirkcaldy makes hiring decisions based solely on experience, skills and the needs of the charity at the time. Please tell us if you have access needs for the recruitment process and we will try and meet your needs.

If you have any questions about the job or about working at Greener Kirkcaldy, please contact Lauren Brook, Development Manager on lauren@greenerkirkcaldy.org.uk.

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