

# Job Description – Communications Team Leader



<b>Responsible to</b>	Office Manager
<b>Salary</b>	£34,421 pro rata + 6% contribution to pension scheme
<b>Hours of work</b>	Full time or 0.8 FTE (35 or 28 hours per week)*
<b>Place of work</b>	Greener Kirkcaldy's base at 8 East Fergus Place, Kirkcaldy, community locations and hybrid from home
<b>Contract</b>	Permanent
<b>Holiday</b>	33 days, inclusive of public holidays, per annum pro rata, going up to 37 days after 5 years' service. Plus an additional 5 days of annual leave (pro rata) over the Christmas period.
<b>Requirements</b>	The post-holder will be subject to a Disclosure Scotland check

*\* Including some evening and Saturday work. Greener Kirkcaldy has a flexible working policy. We would consider requests to work fewer hours, or to job-share.*

## About Greener Kirkcaldy

Greener Kirkcaldy is a community-led charity working locally to bring people together, take positive action on the climate emergency and support people through fuel poverty and food insecurity.

Based in the heart of Kirkcaldy – with a community building, training kitchen, bike shop and garden – we carry out activities across Kirkcaldy and work with partners to deliver projects across Fife.

We want our town to be a good place to live and work. We believe in a future where everyone has a say in what happens locally, people are working together to protect our environment and those in hardship are supported to live well. That includes our staff and volunteers.

Working at Greener Kirkcaldy involves being part of a positive, collaborative and social team. Our culture is really important to us. We promote equality, diversity and openness. We have a strong focus on staff wellbeing and development and encourage staff initiative and ideas.

We support all our staff with flexible and hybrid working, generous holidays, enhanced maternity, paternity and sick pay, lots of wellbeing, training and development opportunities (and social events!)

We want Greener Kirkcaldy to be an inclusive and diverse charity where everyone feels supported, valued and able to be themselves. We take part in Fife Centre for Equalities' Equality Pathfinders programme. We also take part in the Race Equality Environmental Programme facilitated by CEMVO Scotland. Our [Equalities Action Plan](#) sets out the steps we are taking to improve diversity and inclusion.

To achieve our vision of Kirkcaldy as a greener and fairer place to live, we need a diverse team. We encourage applications from people of any background. We know that in our sector we particularly lack staff and volunteers with Minority Ethnic backgrounds and disabled people. If you identify as Minority Ethnic and/or disabled, we are particularly interested in receiving your application.

Please contact Office Manager, Dianne Girvan, on [dianne@greenerkirkcaldy.org.uk](mailto:dianne@greenerkirkcaldy.org.uk) to discuss any additional support you may need to complete your application or take part in the recruitment process.

## **Job purpose – Communications Team Leader**

Greener Kirkcaldy is a community-led charity and social enterprise, working on a local scale to benefit people and our environment. We run a wide range of projects: tackling climate change and social injustice and bringing our community together.

Our Communications Team sits at the heart of this work, helping to tell the story of what we do and inspire people to get involved. As part of the Core Team, they lead the development and delivery of marketing and communications across all Greener Kirkcaldy projects, creating engaging content for a variety of platforms and audiences.

The team coordinates the organisation and promotion of Greener Kirkcaldy events, manages our events calendar and booking systems and delivers campaigns and engagement activities that connect people with climate action and community initiatives. The Communications Team Leader line manages our Communications & Events Coordinator and Communications Assistant and supports a small group of Media Volunteers who contribute blogs and stories for our website.

We're looking for an enthusiastic and creative leader to guide this small team in planning and delivering Greener Kirkcaldy's marketing, communications, campaigns and events programme — helping more people hear about, participate in and benefit from our work.

You will also play a key role in leading and coordinating communications for the Climate Action Fife partnership project, supporting collaboration and amplifying climate action across the region.

## **Specific responsibilities**

- Lead a small team delivering a busy schedule of marketing and communications activities and content for a range of channels, including printed and branded materials, newsletters, websites, blogs, videos and social media.
- Develop and implement effective communications strategies, policies, systems and procedures
- Coordinate and deliver marketing and promotion for all Greener Kirkcaldy projects and activities, in collaboration with all teams
- Coordinate and deliver marketing and promotion, engagement events and behaviour change campaigns for the Climate Action Fife project, working with a range of partners
- Manage marketing budgets, in accordance with Greener Kirkcaldy procedures
- Set marketing and communications targets and monitor analytics
- Maintain and grow the Greener Kirkcaldy mailing list
- Plan and develop engaging communications campaigns for a range of different audiences, including potential participants, funders, partners and other stakeholders, and the wider community
- Act as the marketing and PR contact for Greener Kirkcaldy
- Write press releases, respond to media enquiries and maintain relationships with journalists and other members of the press
- Work with the Fundraising & Membership Lead and Volunteer Coordinator to develop engaging campaigns for members, potential donors and volunteers

## **General responsibilities**

- Work as part of the Greener Kirkcaldy team to promote and encourage understanding of environmental issues
- Promote the values of Greener Kirkcaldy when working in the local community
- Comply fully with the organisation ethos, policies and procedures and relevant legislation
- Participate in Greener Kirkcaldy's leadership team and offer peer support

- Attend and contribute to team meetings and training courses
- Undertake other duties in line with the job purpose

## Person Specification – Communications Team Leader

<b>Qualifications, skills and experience</b>
Excellent people and communication skills
Good literacy, numeracy and IT skills
Highly organised, able to work under pressure and plan a diverse workload
Ability to turn ideas into impactful communications and campaigns
Ability to communicate and engage with a range of audiences
A strong track record of working marketing or communications
Experience of coordinating communications with external partners
Experience of managing people and budgets
<b>Knowledge</b>
Good understanding of the media landscape in Fife and Scotland
Knowledge of the diverse communities who live in Kirkcaldy and Fife
Knowledge of different marketing approaches
Marketing analytics and monitoring knowledge
<b>Personal qualities</b>
A positive, enthusiastic and supportive attitude
Proactive, self-motivated and able to use own initiative
Flexible and able to adapt according to the needs of the organisation
A willingness for continued learning and personal development
Enthusiastic about engaging people to tackle the climate emergency and/or supporting people in hardship

