

**Job Description & Person Specification
– Development Worker
(Communications & Events)**



Responsible to	Communications Team Leader
Salary	£30,691 pro rata + 6% contribution to pension scheme
Hours of work	0.8 FTE (28 hours per week)*
Place of work	Greener Kirkcaldy's base at 8 East Fergus Place, Kirkcaldy, community locations and hybrid from home
Contract	Permanent
Holiday	33 days, inclusive of public holidays, per annum, pro rata, going up to 37 days, pro rata, after 5 years' service. Plus an additional 5 days of annual leave (pro rata) over the Christmas period.

Requirements 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 Operations Manager, Dianne Girvan, on 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 – Development Worker (Communications & Events)

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.

We're looking for an enthusiastic and creative person to be an integral part of 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 supporting communications for the Climate Action Fife partnership project, supporting collaboration and amplifying climate action across the region.

This is an excellent opportunity for someone starting or developing a career in communications, marketing or events. You don't need to have done every part of the role before - we're looking for someone with creativity, enthusiasm and a willingness to learn. You'll work alongside an experienced Communications Team Leader and colleagues across the organisation, gaining hands-on experience in digital marketing, campaigns, events, media, design and community engagement.

Specific responsibilities

- Deliver marketing and promotion for all Greener Kirkcaldy projects and activities, in collaboration with all teams
- Support the delivery of the Greener Kirkcaldy communications strategy
- Help to develop and deliver engaging communications campaigns for a range of audiences, bringing creative ideas and helping to measure their impact
- Design and produce content for a range of different marketing materials and platforms, including printed materials, press releases, newsletters, website, blogs, images, videos and social media as required
- Create engaging social media content and campaigns and help manage our social media channels and schedules
- Ensure that marketing materials and content are up to date
- Support the planning and delivery of community events, including helping with event promotion, logistics and technical support where needed
- Take part in internal events and represent Greener Kirkcaldy at external events
- Work with colleagues across Greener Kirkcaldy teams on communications, campaigns, fundraising and community engagement projects
- Support the Fundraising and Membership lead in designing and delivering campaigns to grow and develop Greener Kirkcaldy's membership, community fundraising and individual giving campaigns
- Carry out administrative tasks related to communications and events co-ordination

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 – Development Worker (Communications & Events)

Qualifications and Skills
Strong people and communication skills
Good literacy, numeracy and IT skills
Highly organised, with the ability to manage a varied workload and meet deadlines
Ability to communicate and engage with a range of audiences and adapt your communication style
Creative, with an eye for engaging content and attention to detail
Ability to build positive relationships and work collaboratively with colleagues, partners and the public
Knowledge
Knowledge of, or an interest in learning about, the communities of Kirkcaldy and Fife
An understanding of marketing and communications across a range of channels
An interest in using data and insights to improve communications and campaigns
Personal qualities
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