

**CONSERVATION AND VISITOR EXPERIENCE DIRECTORATE**  
**Cairngorms Capercaillie Project, Communications Officer**

Band C, part-time (30 hours), fixed term 22 July 2023

**Overall Purpose**

To support the delivery of the Cairngorms Capercaillie Project, funded by the National Lottery Heritage Fund.

This is a coordinating and delivery role, providing communications and communications support across multiple strands of work with internal and external stakeholders.

**Specific Project Responsibilities**

- Commission and work with consultants to develop communications assets.
- Ensure that accessibility, inclusivity and transparency are considered in all communications plans.
- Develop and maintain the project's online and social media presence.
- Prepare press releases and updates about the project across a range of media.
- Work closely with community leads, project partners and the CNPA communication team, to agree and jointly promote project communications.

**Partnership Working**

- Ensure all project partners are actively engaged in the development and delivery of project communications.
- Work closely with and support community-led activities.
- Work with partner organisations and project staff to ensure delivery of all related projects in line with project plans.
- Ensure monitoring and evaluation requirements related to communications are met and reported.
- Ensure good working relationships are maintained between project partners and links between projects are embedded and strengthened.

**Communications**

- Ensure all partners and communities are fully engaged in and briefed on progress with the project overall.
- Deliver regular progress reports and communications to communities and partners including website, social media and written updates.
- Support other project staff and volunteer team in communicating effectively

**Other**

- To carry out the above duties in line with key partner's policies and procedures
- To carry out further duties as and when required in line with the grade of the post

## **Person Specification - Knowledge, experience and training**

### **ESSENTIAL**

- Excellent communicator with positive and realistic 'can-do' attitude.
- Good judgement and excellent attention to detail.
- Understanding of communications plans, audience development, interpretation and digital strategies.
- Knowledge and understanding of quality and best practice in learning, interpretation, communications and engagement.
- Experience of preparing press releases, website and social media content.
- Experience of commissioning and overseeing contractors.
- Experience of developing, monitoring and critically evaluating engagement plans and activities.
- Experience of working in partnership with a range of stakeholders in the public and private sector, specifically including community engagement.
- Computer and IT literate, competent in communications software e.g. Adobe, Wordpress, Mail Chimp
- Ability to work on own initiative, delivering to agreed deadlines.
- Driving licence (Other arrangements will be considered for those with a disability which prevents driving).

### **DESIRABLE**

- Knowledge and understanding of the Cairngorms and conservation in the Cairngorms.
- Knowledge or experience of accessibility and inclusion through communications.
- Experience of working with NLHF processes and procedures.

**July 2020**