

## NATURE AND CLIMATE CHANGE DIRECTORATE

### **CAIRNGORMS NATURE ENGAGEMENT OFFICER**

**(Full time (37.5 hours/week though part time hours of 30/week may be considered), fixed term contract for 3 years, Band C)**

#### **Purpose**

Building a community of supporters for Cairngorms Nature by inspiring and encouraging a wider range of people to engage with nature and play a more active role in supporting and contributing to conservation in the Cairngorms National Park.

Raising awareness and understanding of the outstanding nature and conservation work taking place in the Cairngorms National Park, putting Cairngorms Nature and the multiple benefits that conservation delivers, firmly in the public eye.

#### **Responsibilities**

- Raise awareness of conservation in the Park, enthusiastically sharing knowledge of natural heritage and conservation in the Cairngorms to showcase projects, places and people through websites, social media, events and awards.
- Develop a programme of activities and materials to support 'new to nature', 'active and engaged' and 'specialist' audiences along engagement pathways, fostering personal connections with nature. Support individuals' personal and professional development and provide opportunities for playing an active role in conservation in the Park.
- Co-ordinate delivery of the Cairngorms Nature BIG Weekend as the National Park's flagship nature engagement activity. Liaise with colleagues internally and with a wide range of partners (from estates to NGOs, local community groups to ranger services) to develop a suite of activities and events that reflect the breadth of conservation work taking place in the Park. Explore mechanisms to deepen attendees' understanding and engagement with nature and the National Park.
- Act as primary point of contact and line of communication from the conservation team, and wider Cairngorms Nature partners, to colleagues in CNPA Visitor Experience and Communications and Engagement teams to support delivery of engagement pathways and raising awareness and understanding.
- Work closely with colleagues in the conservation team to help develop communications plans and content for conservation projects, collating conservation content to work with colleagues in CNPA Communications team in delivering the conservation communications grid and manage the conservation and wildlife sections of CNPA's website and social media channels.

- Support partners in the Park in developing and delivering media campaigns, project content, events and activities that encourage people to enjoy wildlife and landscapes.
- Work closely with colleagues in CNPA Visitor Experience team to support and embed Cairngorms Nature in the work of Volunteer Cairngorms, ranger services, education and inclusion, and responsible access.
- Seek innovative ways to improve the communications and engagement work of the conservation team through better use of technology and improved processes.

### **General**

- Contribute to the work of the Nature and Climate Change Directorate and CNPA as a whole and ensuring compliance with financial procedures;
- Contribute to the development and implementation of the National Park Partnership Plan and the CNPA corporate and operational plans and participate in CNPA organisation activity as required;
- To conduct other work, as necessary. All post holders are required to be flexible with regards their job description so that the organisation can adapt to new opportunities and priorities over time.

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

#### **ESSENTIAL**

- Good understanding and experience of species and habitat conservation
- Good communication skills and ability to work constructively with a wide range of partners;
- Demonstrable enthusiasm for engaging a wide range of people in nature conservation;
- Experience of developing and delivering communications plans, campaigns and materials
- Experience of creating content for a wide range of digital and off-line communications
- Experience of planning and co-ordinating multi-partner events or festivals.
- Experience of successful team working;
- Computer literate - Able to use Microsoft Word, Excel, and Outlook, website CMS eg wordpress and e-newsletter software eg Mailchimp;
- Full UK driving licence or access to a driver if disability prevents driving.

#### **DESIRABLE**

- Knowledge of Cairngorms National Park and its ecology;
- Experience of using a range of social media and digital applications
- Experience of organising large events
- Knowledge of Gaelic

