

Communications Co-ordinator – Part Time

Battleby, Perthshire, Scotland

The Atlantic Salmon Trust is a leading salmon and sea trout conservation charity that seeks to improve the freshwater and marine populations of Atlantic salmon and sea trout from catchments flowing into the Atlantic Ocean. It is based in the UK but has a reach and reputation that extends around the fisheries world.

The Trust is looking to appoint a part-time Communications Co-ordinator to raise awareness of the work undertaken. This is an exciting opportunity to shape and deliver the communications of a proactive conservation body, based in the heart of Perthshire.

The Communications Co-ordinator will report to the CEO and will work as part of a small team dedicated to salmon conservation.

General Duties

The postholder will be responsible for communicating the work of the Trust to the wider world and will be the focus point for all Trust staff and trustees relating to communications and marketing. This will be achieved by:

- Developing a deep understanding of the work of the Trust and maintaining links with staff, trustees and partners to know and understand what is happening in the salmon conservation world.
- Develop the consistency of language and messages that the Trust shall use to communicate effectively with stakeholders and the wider public.
- Acting as the focal point for the organisation for all communication issues.
- Proactively manage the design and content of the Trust's website and social media platforms so that they provide an efficient means of getting the right messages across to the right people.
- Produce high quality written reports and promotional material to support the Trust in its messaging and marketing.
- The Trust has two specific groups, The Presidents Club and Salmon Club, of key supporters that provide the majority of the core funding. The postholder will facilitate a greater level of interaction with these two groups by promoting access to staff and the work they are delivering.

Specific Duties

Co-ordination

The postholder will act as a focal point for all communication functions within the Trust by liaising with staff and associated consultants to deliver high quality articles across the media platforms. This will also include monitoring social media and proactively co-ordinating responses to developments and comments.

Social Media & Website

The Communications Co-ordinator will be responsible for the overall design and content of the Trust's website and associated social media platforms. This is with the key aims of (1) working in partnership with organisations and individuals that share common aspirations to protect and enhance salmon and sea trout (2) inform the general public of our work and ongoing issues relating to salmon and sea trout.

Publishing

The Trust has a reputation for delivering a series of internationally acclaimed “Blue Books” that articulate the latest scientific findings and work of the organisation. The postholder will support the scientific staff to ensure that these books are accessible to a wide section of society, whilst maintaining their scientific integrity.

The Trust also regularly produces non-technical reports and fundraising materials to inform people of our work. The postholder will be responsible for the design and production of these publications, bringing in internal and external expertise as required.

Conditions of Employment

The terms of employment will be detailed in a contract and accompanying staff handbook, along with this job description.

The post is part-time and will be for three days per week, equating to 22.5 hours. Whilst it is intended that this will take the form of a regular working pattern there may be occasional needs to work the odd evening or weekend.

The place of work will be at the Trust’s main office at Battleby, which is located just north of the city of Perth in Scotland. It should be noted that the postholder may be required to travel occasionally and access to a vehicle would be an advantage.

The remuneration package will be competitive and will comprise of a starting salary of £15,000 per annum (pro rata of £25,000 full time equivalent), plus an additional contribution towards a pension scheme. The Trust also operates a policy of continuous professional development and will help support the development of the career of the postholder.

Selection Criteria

The following are a set of criteria against which the applications from potential candidates will be appraised.

Essential

- Excellent written and presentation skills, including proof reading.
- Proven experience of creating targeted content.
- A good understanding of brand continuity and ensuring the brand meets the expectations of the target market.
- A creative approach to design and communication.
- Excellent technical ability with design, publishing, web and social media platforms.

Desirable

- An understanding of the conservation environment, particularly relating to fish, rivers and oceans.
- A demonstrable ability to work in a small team, often to tight deadlines.
- A good understanding of the customer and group journeys.
- A full driving licence.