



SCOTLAND THE BIG PICTURE

rewilding for nature,
climate and people

Campaigns & Media Manager (home-based, part time (0.6-0.8fte))

ABOUT US

SCOTLAND: The Big Picture (SBP) is a charity that works to make rewilding happen across Scotland, in response to the growing climate and biodiversity crises.

Our vision is of a vast network of rewilded land and water, where wildlife flourishes and people thrive.

We are an agile and progressive team that works in a spirit of collaboration with many different interest groups to:

- Drive support for rewilding
- Commit more land and water to rewilding

Learn more about SBP and the way we work here: www.scotlandbigpicture.com

PURPOSE OF THIS ROLE

SBP has a compelling story to tell about the transformational recovery of Scotland's nature. It's called [rewilding](#).

As an organisation with an exciting portfolio of projects to deliver across Scotland, we are looking for a highly skilled and passionate individual, who will develop and manage our varied campaigns to drive support for rewilding, while also amplifying SBP's voice and visibility across all media.

WHO YOU WILL WORK WITH

You will report to the Head of Communications and Engagement, and will work on a daily basis with members of the wider SBP team, including the CEO. You will need to work with colleagues to ensure our stories, language and messaging reflect the priorities of our projects, funders and strategic objectives.

This role does not involve any direct line management of other team members, but you will maintain and develop relations with colleagues in partner organisations across Scotland, including the members of the Scottish Rewilding Alliance, as well as representatives from the press and media.

CORE DUTIES & RESPONSIBILITIES

- Design, manage and deliver creative and compelling communications campaigns around our varied projects, and measure their effectiveness.
- Create engaging written content and work with others to design and produce outward-facing communications assets for varied audiences. These could include but are not restricted to books/booklets, reports, media releases, film scripts, newsletters, funding proposals and marketing materials.
- Edit written and marketing content created by others and act as 'sign-off' for key messages/documents.
- Work with the communications team to ensure that all assets and content, are exploited to maximum effect.
- Amplify SBP's voice across all media, crafting strong, clear messages about what we do and why.
- Identify opportunities for media coverage, including developing relationships with journalists and influencers. Work with editors and press agents to publish compelling rewilding content, to make SBP more visible.
- Manage SBP's stakeholder map.

KEY SKILLS/ATTRIBUTES

- Excellent writing and language skills, with a discerning eye for design and branding.
- Proven skills in editing high-quality outward-facing content.
- Good knowledge of and a passion for rewilding in Scotland/UK.

- An energetic and creative mind – able to conceive, formulate and present new ideas to drive support for rewilding, and to make SBP more visible to a broader audience.
 - Strong understanding of how to shape content for different media platforms.
 - Proven experience of working with press and media.
 - Excellent organisational, time management and prioritisation skills with the ability to take the initiative.
 - Strong self-motivation, the ability to work without close supervision, and be able to work well as an individual and as part of a team.
- Flexible and receptive to a dynamic, rapidly changing environment.

PREFERRED SKILLS/ATTRIBUTES

- We are ideally looking for someone based in Scotland.

TERMS AND CONDITIONS

Salary: £36-£38k per annum (full-time equivalent) depending on experience. Salaries are paid in arrears on the last working day of each month by bank transfer and cover the period of the 1st of the month to the last day of the month.

Place of work: This role is home-based and will require a suitable home office working environment and equipment (support is available for necessary equipment). Attendance of meetings and events held in other parts of Scotland will also be required periodically. Travel expenses will be paid in accordance with SBP's expenses policy.

Contract: Permanent position.

Probationary period: 6 months.

Notice Period: 2 months.

Hours: This role offers flexible working hours and we are happy to discuss individual requirements/preferences between 0.6 and 0.8 full-time equivalent. The nature of the post normally requires working between Monday and Friday, but will from time-to-time require evening and weekend work. Paid overtime is not available, but time off in lieu will be given.

Flexibility: Subject to ensuring that the needs of the charity and the role are met, we endeavour to meet the flexible working needs of all employees.

Holidays: 28 working days per annum including public holidays (pro-rata), plus 5 additional office closure days between Christmas and New Year.

Pensions: You may be eligible to be enrolled into SBP's employee pension scheme. Written terms of the scheme are available on request.

TO APPLY

Please email your CV, plus a one-page covering letter detailing how your skills and experience equip you for the role. Applications (or interim queries) should be sent to Emma Brown, Head of Communications and Engagement (emma@scotlandbigpicture.com) by **29 November 2024**.

First round interviews will be conducted by video call shortly after the closing date.

Any offer of employment will be made subject to the provision of a valid right to work in the UK.

SCOTLAND: The Big Picture is committed to equality of opportunity for all and we make recruitment decisions by matching our operational needs with the skills and experience of candidates irrespective of age, disability, gender, gender reassignment, sexual orientation, pregnancy or maternity, race, religion or belief, and marriage or civil partnership.