



# SCOTLAND THE BIG PICTURE

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rewilding for nature,  
climate and people

## **Digital Communications Lead** (home-based, full time)

### **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](http://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 dynamic and highly-skilled digital media specialist, who will be at the heart of our creative communications activity and work to optimise the reach and influence of SBP's work via multiple digital channels.

## **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.

You will maintain and develop relations with colleagues in partner organisations across Scotland, including the members of the Scottish Rewilding Alliance.

## **CORE DUTIES/RESPONSIBILITIES**

- Lead SBP's social media strategy and assume responsibility for all origination, scheduling, posting, monitoring and reporting across all social media channels.
- Liaise with colleagues and partner organisations to ensure relevant campaigns, projects, stories and fundraising appeals have their rightful place in our social media schedule.
- Work to ensure that all assets and content, such as films, animations, illustrations and eBooks, are exploited to maximum effect across digital channels.
- Create engaging content for social media, website and email marketing channels, including written, graphics and short-form video content.
- Design and develop innovative social media initiatives to maximise SBP's visibility and engagement.
- Produce and optimise SBP's marketing emails, working with others as necessary.
- Work with the Head of Communications to maintain and optimise SBP's website, including SEO.
- Manage SBP's Google Ads grant and campaigns.
- Lead on the development and delivery of SBP's digital events (webinars/podcasts etc.).

- Manage SBP's digital Big Picture community.
- Develop and manage SBP's online store.
- Contribute to SBP's comms training courses as our digital/social media specialist.

### **KEY SKILLS/ATTRIBUTES**

- 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.
- Excellent writing and language skills, alongside a discerning eye for design and branding.
- Highly-skilled content creator, with a strong understanding of how to shape messaging for different media platforms, and the ability to recognise how content relates to the political and social climate.
- Passionate about social media and well versed in current trends, with a proven track record of managing successful social media campaigns.
- Excellent organisational, time management and prioritisation skills with the ability to take initiative.
- Strong self-motivation, the ability to work without close supervision, both as an individual and as part of a team.
- Flexible and receptive to a dynamic, rapidly changing environment.
- Good working knowledge of Adobe Creative Cloud and Canva.
- Good working knowledge of HTML and email marketing software (Constant Contact).
- Experience with Google Analytics, Google Search Console and Google Ads.

### **PREFERRED SKILLS/ATTRIBUTES**

- Enthusiastic for rewilding in Scotland and passionate about storytelling.

### **TERMS AND CONDITIONS**

**Salary:** £33-35k pa, depending on experience. Salaries are paid in arrears on the last working day of each month by bank transfer.

**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:** Working hours are flexible but must equate to a minimum of 37.5 working hours per week, Monday to Friday. The nature of the post may 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, 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 **15 November 2024**.

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

*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.*