



SCOTLAND
THE BIG PICTURE

Rewilding for nature,
climate and people

COMMUNICATIONS & CAMPAIGNS MANAGER (home-based/full time)

ABOUT US

SCOTLAND: The Big Picture (SBP) is a charity that works to drive the recovery of nature across Scotland through rewilding, 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 a small but 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
- Return missing species
- Develop rewilding business

HOW WE WORK

Our values reflect how we work to make rewilding happen. They define us as an organisation and guide our relationships with partners, funders, supporters and wider interest groups.

We are storytellers

We believe passionately in the power of storytelling to help turn the tide for nature recovery. Across all our areas of activity, we share compelling stories to inform and influence perspectives, seeking to resonate with people's values and emotional connections to nature.

We trade in hope, not fear and conflict

While we are driven by the grave challenges the world faces, our narratives are built around hope and possibility. We are forward-looking and focused on finding solutions, motivated by the positive outcomes we have seen rewilding deliver.

We are inclusive and respectful

We invite everyone to be part of Scotland's rewilding conversation – across all ages, backgrounds and interest groups. We act with integrity and are open and respectful in our dialogue, working to understand differences of opinion and build bridges.

We collaborate for efficiency and impact

We forge connections and working partnerships with groups and individuals from a wide range of interests, where the pooling of skills and knowledge will help deliver change more effectively.

We are ambitious and willing to take risks

[Our vision](#) is bold and ambitious, and we are willing to go where others can't or won't to effect the change we believe is urgently needed. When pushing at boundaries, our actions remain outcome-oriented and grounded in evidence.

THE PURPOSE OF THIS ROLE

SBP has an exciting and compelling story to tell about the transformational recovery of Scotland's nature. We call it [rewilding](#).

Our core team has many years' experience in rewilding communications, incorporating writing, design, photography and filmmaking. As the charity grows and we reach out to an increasingly diverse audience, we need to work strategically and innovatively to ensure that our messaging is impactful and framed in a way that resonates with people's values.

This new role reflects SBP's growing influence in the rewilding space and a rapidly developing appetite across the UK for a new, more ambitious approach to conservation and land management.

The Communications & Campaigns Manager will be a dynamic, positive communicator both verbally and through the written word, with a keen eye for design. The role will be hugely varied with a primary objective of developing and implementing SBP's communications and campaigns strategy, leading to a high-performing communications function to help SBP optimise its messaging and increase its impact.

KEY LIAISONS

The Communications & Campaigns Manager will report to the Executive Director, will be part of SBP's Management Team and will work with and oversee, both individual members of the comms team, as a collective and with external contractors such as designers. The role will require regular liaison with a wide range of partners, supporters and press/media outlets.

KEY DUTIES/RESPONSIBILITIES

- Develop and manage SBP's communications and campaigns strategy.
- Amplify SBP's voice and message across all media, crafting strong clear messages about what we do and why.
- Work with SBP's comms team to develop creative and impactful storytelling tools that can be rolled out across a variety of media.
- Identify opportunities for proactive media coverage, including developing and managing relationships with journalists, bloggers and influencers.
- Work with the comms team to optimise SBP's web site content, social media channels and wider digital presence, and produce regular reports for the team on the impact of our communications outputs.
- Create engaging written content and work with others to design and produce a range of outward-facing communications assets for varied audiences. These could include but are not restricted to: books/booklets, ebooks, reports, media releases, rewilding stories, funding proposals, campaign content and promotional materials.
- Prepare and manage a communications budget.
- Design and deliver regular campaigns and measure their effectiveness.

KNOWLEDGE

- Education to degree level in English language and/or an appropriate qualification in marketing, journalism or media.
- Sound knowledge of rewilding and where it sits in a Scottish social, cultural and political context.

EXPERIENCE

- Experience of devising and managing communications strategies for a charity and/or business.
- Proven experience in running and delivering successful campaigns with measurable outcomes.

- Experience of supporting staff and management of projects, including budget planning and tracking.
- Experience of producing excellent copy for a wide variety of applications and the ability to demonstrate awareness of best practice for each application.

SKILLS

- Exceptionally strong writing, editing and verbal communication skills.
- Ability to communicate confidently with a wide range of people and build positive relationships with partners, stakeholders and colleagues.
- Ability to interpret complex issues and communicate these in a compelling way to a wide range of audiences.
- Excellent organisational, time management and prioritisation skills with the ability to take the initiative.
- Strong understanding of how to shape proactive and reactive content for the media, coupled with an awareness of the political and social climate.
- A strong understanding of trends in contemporary design and how to integrate this into key communications and campaigns.

PERSONAL ATTRIBUTES

- You will have 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.
- You will be a strategic thinker and highly organised.
- You will be flexible and receptive to a dynamic, rapidly changing environment.
- You will have a positive, solutions-focused outlook.
- You will have an enthusiasm for rewilding in Scotland and a passion for storytelling.

TERMS AND CONDITIONS

Salary: £33-35k pa based on skills and experience. Salaries are paid on the 30th of each month by bank transfer and cover the period of the 1st of the month to the last day of the month.

Contract: Permanent position.

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, SBP, where possible, endeavours to meet the flexible working needs of its staff.

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 staff pension scheme. Written terms of the scheme are available on request.

Probationary period: 3 months

Notice Period: 3 months.

Place of work: This role is home-based and will require a suitable home office working environment and equipment. Meetings will be held in other parts of Scotland (normally near Aviemore), which will require attendance. Travel expenses will be paid in accordance with SBP's expenses policy.

Training: SBP is fully committed to personal development and training and offers staff regular opportunity for both internal and external training.

TO APPLY

Please email your CV, a covering letter detailing why you are suited to telling our story and an example of written content you have created. If applicable, please include any current notice period obligations.

Applications (or interim queries) should be sent to Peter Cairns, Executive Director, SCOTLAND: The Big Picture (peter@scotlandbigpicture.com) by 5pm on 25 February 2022.

First round interviews will be conducted by zoom 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 business 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.