



# EXCITING NEW OPPORTUNITY

## NATIONAL COMMUNICATIONS COORDINATOR

**Title: National Communications Coordinator**

**Based at:** Home – with travel throughout Scotland

**Hours:** 2.5 days (20 hours) per week, with some flexible working

**Holidays:** 30 days per year pro rata, along with additional leave to cover office closure between Christmas and New Year

**Salary:** £18,375

### About The Role

Are you passionate about moorland management and the role it plays in sustaining rural communities, promoting biodiversity and tackling climate change? Would you like to play a key role in communicating these vital benefits to a wider audience?

Scotland's Regional Moorland Groups are recruiting a national communications coordinator to support the vital work of the moorland groups in communicating the benefits of moorland management. This is an important role in which social skills and a capacity to build strong relationships will be of critical importance.

We need someone with a sound understanding of socio-economic and biodiversity benefits of moorland management, and an appreciation for the key challenges the sector will face over the course of the next couple of years. The successful candidate will be a real team player with an affinity for bringing people together in pursuit of a shared objective.

To apply please send your CV and covering letter to [info@scot-rmg.co.uk](mailto:info@scot-rmg.co.uk)  
Interviews will be held the week commencing 12 December 2022. Closing date : Midday Wednesday  
7th December 2022

A job description and person specification is set out on the next few pages.



**Location**

Home Based

**Commitment**

Part-Time – 2.5 days per week

**Probationary Period**

6 months

**Salary**

£18,375 pro rata

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**General Overview**

Scotland's Regional Moorland Groups (SRMGs) play a pivotal role in demonstrating and communicating the numerous benefits of moorland management against the backdrop of the climate and biodiversity emergencies. They are also a crucial medium for showcasing the importance of moorland management to rural communities, both in terms of economic impacts and community cohesion.

Integral to the success of SRMGs in recent years has been extensive buy-in from moorland communities themselves in the form of gamekeepers, shepherds, estate workers and their families. With busy full-time jobs, it is important that those involved with the regional moorland groups feel supported and advised on a range of subject matter, from politics to media liaison to community engagement to policy.

The National Communications Coordinator will be the interface between the regional groups and those undertaking work on the sector's behalf at a national level. They will foster a strong network of relationships with those involved in the regional moorland groups, providing them with bespoke support and advice as required. They will also retain oversight of the day-to-day external outputs of the regional moorland groups, ensuring consistency of messaging and brand.





## **Main Duties & Responsibilities**

- Establish a strong network of relationships with regional co-ordinators, as well as the individuals involved in the running of each regional moorland group.
- Establish forums for regular and easy communication with each group.
- Communicate regularly with the key individuals involved in the running of each RMG to find out what support and advice they require.
- Provide communications support to each RMG and emphasise the importance of the need to maintain a continuous stream of positive, engaging content across social media platforms.
- Produce accessible, written guidance for regional moorland groups in conjunction with the national campaigns manager on engaging with parliamentarians, the media, statutory agencies and other relevant stakeholders.
- In conjunction with the national campaigns manager, utilise an established network of RMG stakeholders to provide updates on representations being made on behalf of the sector.
- Deputise for regional coordinators where there are vacancies and fill in when regional coordinators are on holiday.
- Support the RMGs in recruiting regional coordinators where there are vacancies.
- Co-ordinate the presence of the RMGs at events, including game fairs and other countryside events.
- Spearhead efforts to expand the RMG footprint at events that will maximise engagement with those who have little or no awareness of moorland management.
- Support the national campaigns manager in the delivery of national campaigns.
- Convene a weekly meeting for the RMGs with a recurring agenda, to include the SLE Director of Moorland, national campaigns manager, regional coordinators and other RMG stakeholders as required.
- Produce a monthly newsletter for everyone involved in the RMGs, providing key updates on work being undertaken in each region, as well as nationally.
- Maximise engagement with parliamentarians – particularly MSPs – by working with the national campaigns manager and regional coordinators to organise estate visits, meetings with moorland constituents and invitations to observe campaigns in action.
- Manage the brand of Scotland's Regional Moorland Groups in conjunction with the campaigns manager through monitoring and oversight of the social media accounts.
- Be accountable to the Steering Group of Scotland's Regional Moorland Groups.



### **Essential Criteria**

- An excellent understanding of the socio-economic and environmental benefits of moorland management.
- A good understanding of the political and regulatory challenges facing moorland management interests.
- Experience of working in a communications focused role involving: use of social media; engaging with parliamentarians; and working with the media.
- Excellent verbal and written communication skills.
- A proven track record of building strong, meaningful relationships in pursuit of a common goal.
- An ability to work flexibly and with enthusiasm, commitment, discipline and integrity.
- An ability to manage competing deadlines while working in a pressurised working environment.
- An ability to work tactfully and diplomatically.
- Proficient in the use of Microsoft office packages, such as word and powerpoint.
- Access to transport that will enable travel to rural areas.

### **Desirable Criteria**

- Experience of working with those directly involved in carrying out moorland management.
- Experience of working with organisations involved with representing moorland management interests, such as SLE, the SGA and the GWCT.