

Role: Communications Executive	Region / Department: Audiences & Support
Reports to: Communications Manager	Pay Band: Grade 4 Lower, £30,995 - £34,111 pro-rata, per annum
Location: Edinburgh office/ hybrid	Type of Contract: Permanent, Full time
COST CENTRE (e.g.: 3CUZ): 2301	ACTIVITY CODE (e.g.: VSZ): CMZ

CONTEXT

The National Trust for Scotland is the charity that cares for, shares and speaks up for Scotland's magnificent heritage. Since 1931, we've pioneered public access to and shared ownership of some of the most magnificent buildings, collections and landscapes in Scotland. We're Scotland's largest membership organisation and we're independent from government.

The Audiences and Support Directorate brings together a range of creative and specialist skills to build support for our charity. Working closely with colleagues across Scotland, we protect, enhance and build the Trust's reputation, positioning our charity as a leader in protecting and sharing Scotland's natural, cultural and historic places for everyone to enjoy. By listening to our audiences and placing them at the heart of what we do, we grow support for our charity, increasing membership, inspiring visits and generating vital income through philanthropic work.

The Communications Executive will join the charity's small and busy Communications Team to help deliver external communication activities that support our charity's vision, objectives and brand.

JOB PURPOSE

This role is responsible for delivering communications activity which drives support for the National Trust for Scotland as a charity and particularly our projects, properties and events, in line with the Trust's overall marketing, communications and audience strategies. The postholder collaborates with stakeholders across the Trust supporting both local and national organisational objectives.

This role will focus on supporting the Trust's regional teams in sharing updates and promoting activities and events at their places, as well as working on a range of other national projects and programmes. Working collaboratively and flexibly with another Communications Executive, this role will support the Communications Manager in proactively identifying communications opportunities from a variety of stakeholders to promote the full range of the Trust's activity in delivering its strategy - ***Nature, Beauty and Heritage for Everyone.***

KEY RESPONSIBILITIES

1. Support the Communications Manager and Head of Communications to develop, coordinate and deliver integrated communications plans and content to target new and core audiences, contributing to the delivery of the Trust's 10-year strategy
2. Work with colleagues and properties to plan, research, write and deliver proactive and reactive media relations and reputational management through the production of media information and statements, press releases, web stories, other comms materials, and events on a range of activities and projects, working with any regional communications and marketing colleagues as appropriate
3. Support properties by identifying and generating coverage in earned and owned media across the season (including Easter, Summer, Halloween, Christmas), delivering an integrated programme of communications activity
4. Maintain PR/media planning calendar, in coordination with colleagues and external suppliers, to support forward PR planning and feed into wider Comms team and A&S planning activity
5. Work with the Trust's Social Media, Marketing, Membership and Fundraising teams to ensure that media activity aligns with and amplifies their activity, and vice versa, where appropriate and monitoring, tracking and reporting on delivery of comms targets / conditions from funders and other stakeholders, in coordination with the relevant team
6. Pitch stories, issue press releases, manage and maintain media contacts and monitor and log the Trust's media responses to act as a reference point for future media, supporter & stakeholder queries
7. Work with wider directorate colleagues and property teams on the rolling production of photography and videography for media and other external comms channels, including helping to prepare creative briefs for external suppliers and property teams, supervise shoots and manage sign off and publication processes
8. Maintain and build current media photography and video libraries, coordinating with colleagues including Digital Collections Asset Manager, to provide up-to-date images for media
9. Lead on daily press monitoring and cuttings services, ensuring that all media coverage is reviewed, tagged and stored, and highlighting coverage achieved from media activity to colleagues around the organization
10. Attend and contribute to key meetings in Audiences & Support directorate and other directorates to ensure an integrated approach across all communications activity, and in line with the Trust's overall communications, marketing and audience strategies
11. Proactively build and maintain strong relationships across the Trust so that PR opportunities can be maximised and built into the wider activity arranged by the Communications team, spending time onsite where practical
12. Provide support for the wider communications team, including internal communications, social media and filming, as required

The current duties of this job do not require a criminal records (Disclosure Scotland) check to be carried out.

REQUIRED QUALIFICATIONS, SKILLS, EXPERIENCE & KNOWLEDGE

Qualifications

Essential

- A relevant degree or Communications specific qualification or equivalent experience.

Experience

Essential

- Knowledge and understanding of the complete communications mix, particularly media relations, including dealing with reactive enquiries and pitching stories successfully, creating content for owned channels, including social media.
- Strong written communications, editing skills, and ability to assimilate and condense complex information.
- Understanding of different audiences and how to successfully engage with them.
- Good teamwork and problem-solving skills.
- Creative, collaborative and proactive approach.
- Demonstrable high levels of interpersonal skills and confidence in dealing with a wide range of stakeholders.
- Competent user of Microsoft Office products.
- Ability to manage time efficiently and effectively.

Desirable

- Experience of working for charity / public sector / heritage organization(s).
- Demonstrable experience of the Trust's core Values (brave, caring, curious, inclusive, vibrant).
- A current valid driving license.

DIMENSIONS AND SCOPE OF JOB

People Management

- No line management responsibility
- Close working relationship with directorate colleagues, property teams, regional teams and other directorates
- Work with comms agencies and external consultants as required
- Post holder will be in regular contact with a wide range of internal and external stakeholders

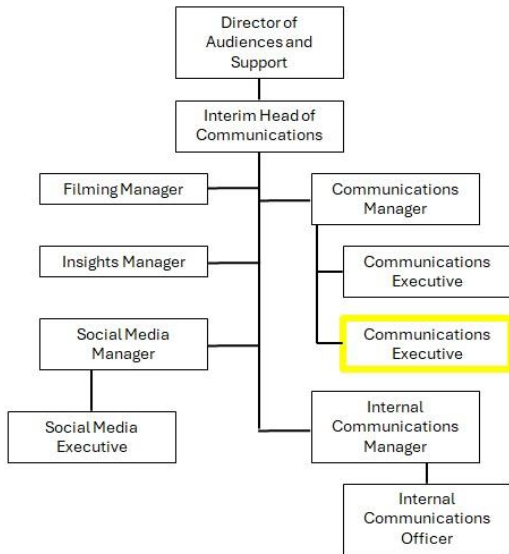
Tools / equipment / systems

- Microsoft Office systems including Sharepoint, Onedrive, Teams, Excel

Key performance indicators and targets

- Contributes to Audiences & Support directorate KPIs including media reach, message placement and sentiment

Organisation chart



Workplace context

- This role will be primarily based at the Edinburgh office and there is flexibility for hybrid working by arrangement, either from home or other Trust locations. Regular travel to the Edinburgh office should be expected for meetings and co-working sessions. Occasional travel to other Trust locations and other sites will be required. Note that as the Trust’s properties are often in remote or rural locations where public transport may be limited, the ability and confidence to drive in the UK is desirable.

The Purpose, Context, Key Responsibilities, and Person Specification reflect the requirements of the job at the time of issue. The Trust reserves the right to amend these with appropriate consultation and/or request the post-holder to undertake any activities that it believes to be reasonable within the broad scope of the job or his/her general abilities.

Applications

Interested applicants should forward their Curriculum Vitae (CV) or an Application Form to the People Services Department (Applications) by email via workforus@nts.org.uk, by Sunday 8th September 2024

Please ensure your CV includes your full name and contact details, the CV file sent to us should be titled your first initial and surname. When submitting your CV please state the position and job location of the vacancy you are applying for in the subject title or body of your email: For example "Gardener - Culzean"