

# Communications Manager

Battleby, Perthshire, Scotland

The Atlantic Salmon Trust is a leading salmon and sea trout conservation charity that seeks to improve the freshwater and marine populations of Atlantic salmon and sea trout from catchments flowing into the Atlantic Ocean. It is based in the UK but has a reach and reputation that extends around the fisheries world.

The Trust is looking to appoint a proactive Communications Manager to not only lead on the raising of awareness of the work undertaken but inspire people to support our work. This will increasingly be in the wider context of the twin crises of biodiversity loss and climate change and the developing role salmon can play in highlighting and addressing these issues. This is an exciting opportunity to set, shape and deliver the communications of a proactive and forward thinking conservation body, based in the heart of Perthshire.

The Communications Manager will report to the CEO and will work closely with the Office Manager, Fundraising Team and Research Teams, all of whom are dedicated to salmon conservation.

## General Duties

The postholder will be responsible for taking the lead on communicating the work of the Trust to the wider world and will be the focus point for all Trust staff and trustees relating to communications and marketing. This will be achieved by:

- Developing a deep understanding of the work of the Trust and maintaining links with staff, trustees and partners to know and understand what is happening in the salmon conservation world. The Trust also works closely with similarly minded partners in the Missing Salmon Alliance and the same links and understanding will be developed with them. It is expected that the post holder will proactively represent the Trust during Alliance communication strategy meetings.
- Develop the consistency of language and messages that the Trust shall use to communicate effectively with stakeholders and the wider public.
- Acting as the lead for the organisation on all communication across all avenues including social media, fundraising and charitable awareness output.
- Proactively manage the design and content of the Trust's website and social media platforms so that they provide an efficient and inspiring means of getting the right messages across to the right people.
- Produce high quality written reports and visual material to support the Trust in its messaging and marketing.
- Reviewing the success and impact of our communications so that we may always improve.

## Specific Duties

### *Co-ordination*

The postholder will act as a focal point for all communication functions within the Trust by liaising with staff and associated consultants to deliver high quality articles across the media platforms. This will also include monitoring social media and proactively co-ordinating responses to developments and comments. We would expect that the post holder would also be present at large scale fundraising events and conferences.

### *Social Interaction & Website*

The Communications Co-ordinator will be responsible for the overall design and content of the Trust's website and associated social media platforms. This is with the key aims of (1) working in partnership with organisations and individuals that share common aspirations to protect and enhance salmon and sea trout (2) inspiring the general public with our work and ongoing issues relating to salmon and sea trout conservation. The post holder will also be expected to produce monthly e-newsletters to our diverse audience.

### *Publishing*

The Trust has a reputation for delivering a series of internationally acclaimed "Blue Books" that articulate the latest scientific findings and work of the organisation. The postholder will support the scientific staff to ensure that these books are accessible to a wide section of society, whilst maintaining their scientific integrity.

The Trust also regularly produces non-technical reports and fundraising materials to inform people of our work. These are key in inspiring people and motivating them to support the conservation of salmon, along with the rivers and oceans they live in. The postholder will be responsible for the design and production of these publications, bringing in internal and external expertise as required.

### **Conditions of Employment**

The terms of employment will be detailed in a contract and accompanying staff handbook, along with this job description.

The post is full-time, with a 37.5 hour flexible working week and is permanent, although alternative working arrangements or job shares will be considered. Whilst it is intended that this will take the form of a regular working pattern there may be occasional needs to work the odd evening or weekend.

The Trust operates a hybrid system of working around the main office at Battleby, which is located just north of the city of Perth in Scotland. It should be noted that the postholder may be required to travel occasionally and access to a vehicle would be an advantage.

The remuneration package will be competitive and will reflect the significant experience and expertise that the postholder brings to the role. The Trust also operates a policy of continuous professional development and will help support the development of the career of the postholder.

### **Selection Criteria**

The following are a set of criteria against which the applications from potential candidates will be appraised.

#### **Essential**

- A proactive and creative approach to design and communication, to ensure maximum engagement from our audience.
- Excellent written and presentation skills, including proof reading.
- Proven experience of creating targeted content.
- A good understanding of establishing brand continuity and ensuring the brand meets the expectations of the target market.
- Excellent technical ability with design, publishing, web and social media platforms.

**Desirable**

- An understanding of the conservation environment, particularly relating to fish, rivers and oceans.
- A demonstrable ability to work in a small team, often to tight deadlines.
- A good understanding of the customer and group journeys.
- A full driving licence.