



**Green  
Action  
Trust**

# RECRUITMENT PACK

Communications Officer

£30,441 - £35,302 pa (FTE)

Part-time (21hrs/week)

Fixed term contract to 31<sup>st</sup> March 2025, with possibility of extension

# THE OPPORTUNITY

## Overview

The Green Action Trust is Scotland's leading environmental regeneration charity and a trusted delivery partner for the Scottish Government and a wide range of public, private and non-profit stakeholders.

We provide end-to-end project solutions across a number of environmental areas and are responsible for driving the delivery of the Central Scotland Green Network, a national development and one of the most ambitious green infrastructure programmes in Europe.

To further our work turning policy into action on climate change, biodiversity and environmental inequality, we are pleased to be recruiting for a Communications Officer.

Working in the Strategy Directorate, the Communications Officer will play a vital role in raising awareness of our work and demonstrating impact to our funders, partners and other stakeholders.

In addition to implementing our Communications Strategy, you will be producing regular content and growing our digital presence. We are therefore looking for an experienced and skilled communicator with a creative flair and good planning and organisational skills to join our team.

### Key Information

#### Job Title

Communications Officer

#### Salary

£30,441 - £35,302 pa (FTE)

#### Hours

Part-time (21 hrs/week)

Fixed term to 31 March 2025 with possible extension, subject to funding

#### Location

Hybrid

#### Reports to

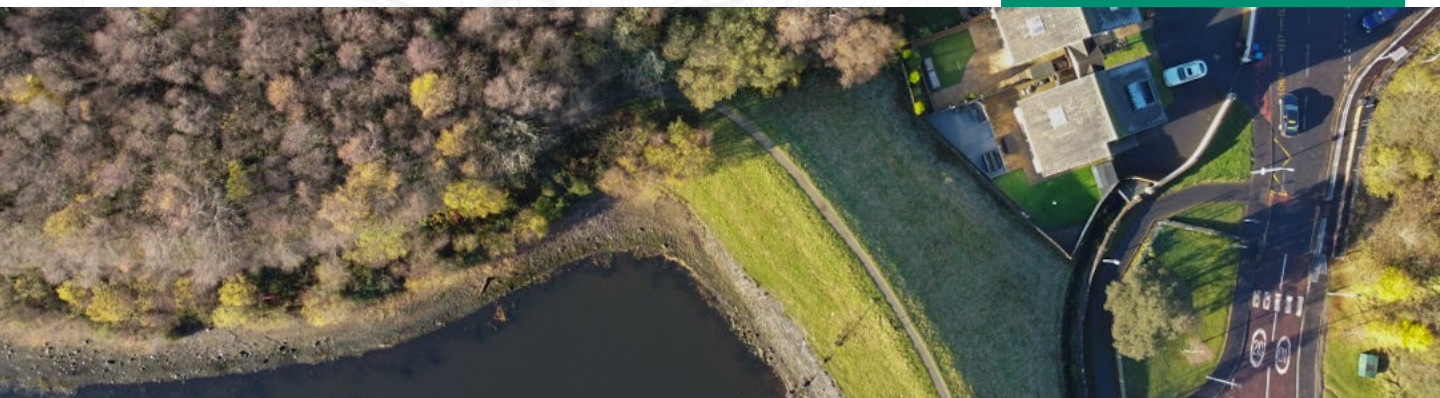
Head of Strategic Development

#### Direct Reports

None

#### Key Relationships

- Strategy Directorate
- Management Team
- Development & Project Officers
- Key partners & stakeholders



# ROLE DESCRIPTION

## Key Responsibilities

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- **Communications Planning:** Create, manage and implement a communications plan for the Green Action Trust and Central Scotland Green Network (CSGN) in line with our Communications Strategy.
- **Raise Awareness:** in particular of the Central Scotland Green Network (CSGN) and our role in its delivery, and consistently communicate its impact to relevant stakeholders.
- **Partner Engagement:** Support the Trust's efforts to engage and collaborate with partners and share best practice, including the preparation of relevant materials.
- **Content Creation & Management:** Develop, curate, and manage engaging content across various platforms, including social media, websites, newsletters, and press releases.
- **Marketing Campaigns:** Design and implement targeted campaigns to raise awareness of our projects and initiatives, and where appropriate those of our partners, ensuring alignment with our strategic goals.
- **Digital Strategy:** Manage and enhance our digital footprint, using our websites and social media channels to effectively communicate our message.
- **Brand Management:** Maintain and strengthen the Green Action Trust and CSGN brands, ensuring consistent messaging and visual identity across all materials and maintaining our digital asset library.
- **Event Support:** Assist in organising and promoting events, including community engagement activities, conferences, and project launches.
- **Impact Reporting:** support the creation and publication of impact reports that demonstrate the positive change made by the Trust's and its partners' projects and programmes.

# CANDIDATE PROFILE



## Experience

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- Proven experience in a digital marketing or communications role, ideally but not necessarily gained within the environmental sector or a related field
- Previous experience of developing successful marketing communications plans and campaigns
- Experience working with multiple stakeholders, across teams and levels within an organisation and with external partners or suppliers
- Demonstrable experience of writing copy for press releases, websites and social media
- Experience managing and developing websites and social media accounts and producing digital content

## Knowledge & Skills

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- Very strong communication skills – both written and verbal
- Copy writing to a high level with the ability to tailor copy to different audiences and channels
- Proficient in using digital tools such as Adobe Creative Cloud (InDesign, Photoshop, Premiere Pro, etc), Adobe Express or Canva, and PowerPoint to create digital materials, documents and presentations
- A good level of skill in designing and laying out digital materials such as infographics, posters and image-rich reports would be an advantage
- Good working knowledge of website content management systems, e.g. Wordpress Elementor
- Ability to work alone and in cross-functional teams
- Strong planning and project management skills

## Qualifications

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- Degree or higher in a relevant field, e.g. marketing, business, design, or similar. (Desired)

# WORKING FOR US

“Sustainable development is at the core of the Trust’s Vision and Mission and the work that we undertake across Scotland.

We look forward to working together to continue our commitment to the United Nations Sustainable Development Goals, supporting action that will address the climate challenges that lie ahead of us.”

**Michael Roe**  
Chair, Green Action Trust



# WORKING FOR US

## Our Culture

Green Action Trust is a friendly, positive and collaborative place. People are at the heart of what we do.

You will be joining a small but motivated team who are passionate about making a difference to climate adaptation, sustainability, biodiversity, environmental impacts and health and wellbeing through engaging communities and partners.



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*Working with multiple partners, funders, project teams and communities is all part of my role at Green Action Trust. Since joining in June 2022, my focus has been on The Leven Programme. It has been fascinating to learn how the Trust has developed multiple projects that will deliver huge environmental and social benefits at scale. Having previously worked in consultancy, this role allows me to apply my experience in an enabling and decision-making capacity, and to meet and work with great people along the way.*

Laura, Development Manager

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*It's great to be able to focus on delivering projects on the ground and really feel like I'm making a difference to the environment and local communities. Working for the Trust is very different from my previous role in local government - in a good way! Being part of a small organisation means it's easier to make decisions and get things done. Working with colleagues whose goals are the same as mine and are focused on finding solutions makes this a refreshing workplace to be part of.*

Louisa, Head of Operations



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# EMPLOYEE BENEFITS



At Green Action Trust, we believe our employees should be well rewarded for their work. We offer a variety of benefits and rewards to support our employees, including:

## Benefits at Work

- 35-hour work week
- 25 days annual leave
- 9 bank holidays
- Family-friendly policies
- Long service awards
- Professional membership subscription
- Enhanced mileage rates
- Skills development

## Benefits for Health

- Private healthcare
- Annual health check
- Enhanced sick pay
- Period & menopause friendly employer
- Employee assistance programme

## Lifestyle Benefits

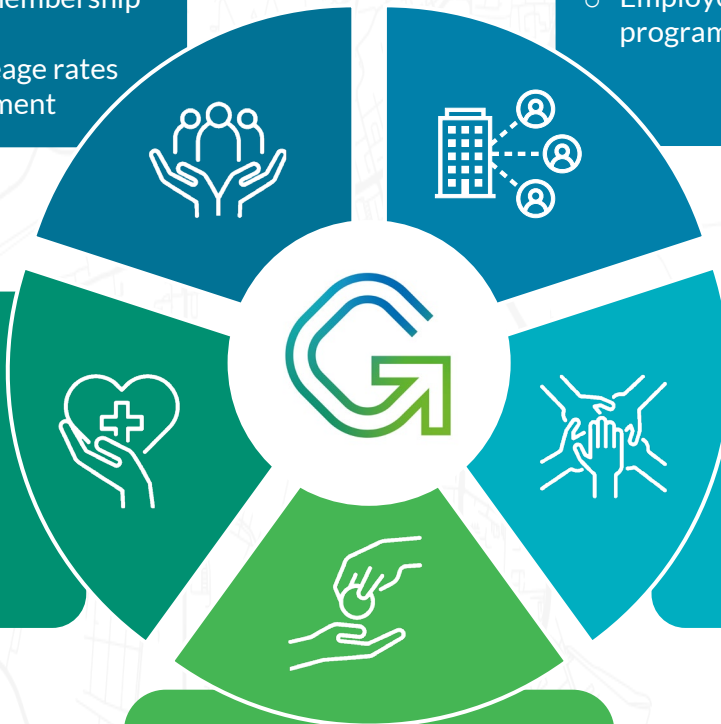
- Hybrid working policy
- Flexible working arrangements

## Community & Social Benefits

- Social activities & events
- 7 hours volunteering leave
- Green activities

## Financial Security Benefits

- Contributory pension (8.25% employer, 4% employee)
- Income protection
- 4x life insurance
- Interest free staff loans for purchases
- Savings club
- Living wage employer



# APPLYING FOR THE ROLE

## Equality, Diversity & Inclusion

Green Action Trust strives to be a diverse and inclusive place where we can all be ourselves and we are committed to equality of opportunity for all staff.

Individuals are encouraged to apply regardless of age, disability, gender, sexual orientation, race or ethnicity, religion or belief.

In order to monitor the effectiveness of our policy, all applicants are asked to complete an Equal Opportunities form by visiting the following link or by scanning the QR code.

<https://uk.surveymonkey.com/r/GAT-EqualOpps>



## Further Information

We encourage applicants to get in touch for an informal discussion about the role. To arrange this, please email Rebecca Robertson at:

[rebecca.robertson@greenactiontrust.org](mailto:rebecca.robertson@greenactiontrust.org)

## To Apply

Please provide a covering letter explaining why you are suitable and what attracts you to this role, along with an up-to-date CV.

These should be emailed together with completed copies of our [Criminal Conviction Declaration Form](#) and [Candidate Additional Information Form](#) to:

[recruitment@greenactiontrust.org](mailto:recruitment@greenactiontrust.org)

**Closing Date: Monday 28 October 2024**

Interviews will be scheduled following the closing date. Please notify us of any unsuitable dates and we will try to accommodate these.





**Green  
Action  
Trust**

**POSITIVE CHANGE THROUGH ENVIRONMENTAL REGENERATION**

[greenactiontrust.org](http://greenactiontrust.org)