

Campaigns & Communications Officer (August 2021)

This candidate information pack includes:

- | | | |
|----|-----------------------------|--------|
| 1. | About Scottish Rural Action | page 1 |
| 2. | About the role | page 2 |
| 3. | Job description | page 3 |
| 4. | Person Specification | page 4 |
| 5. | How to apply | page 5 |

About Scottish Rural Action

Scottish Rural Action's **vision** is for vibrant and connected rural and island communities which have control over their future, and which contribute to building a society that is inclusive, just and sustainable.

Rural and island communities are experts in designing approaches to promoting wellbeing, enterprise and environmental sustainability that are uniquely tailored to their places and people. These approaches are delivered at a micro-level, involving small population numbers, and are difficult to capture by large and centralised institutions, including local and national government. As a result, government policies are frequently blind to the potential within rural and island communities and create barriers to their development.

Scottish Rural Action aims to break down these barriers. Our **mission** is to build a rural movement in Scotland which amplifies the voices of rural and island communities, with particular focus on marginalised communities, and ensures their expertise is visible, valued and resourced within local and national policy.

A rural movement is a network of people and organisations which gives rise to collective platforms, including the biennial Scottish Rural Parliament, that:

- Connect rural and island communities of place and of interest, enabling them to share their expertise and ideas;
- Advance two-way dialogue between rural communities and decision-makers ensuring that policy at all levels of government is enacted in response to expert input from those living and working in rural and island Scotland.

You can find more information on our website: www.sra.scot

Scottish Rural Action is a company limited by guarantee and a registered charity.
Company no. 461352. Charity number SC048086

About the role

Salary	£28,500 to £32,000 pro rata depending on experience
Pension	6% employer contribution
Hours	Part time, negotiable between 22.5-30 hours (3-4 days) per week. Occasional weekend and evening work may be required.
Leave entitlement	28 days FTE
Location	Home based
Responsible to	SRA National Coordinator
Expected Start date	October 2021 or as soon as possible

Are you passionate about rural and island life and about supporting community activism? Would you be happy working collaboratively in a small team of staff, volunteers and Trustees where everyone has significant autonomy over their area of work?

As Campaigns and Communications Officer, you will engage closely with the following groups:

- National, regional and local organisations or groups (third sector, business sector, academic, statutory etc.) whose interests intersect with those of rural and island Scottish communities
- Groups who are under-represented in vision-shaping and decision-making at community and national levels e.g. younger people, BAME rural residents, people with a disability etc.
- Policy makers and politicians in Scotland and beyond
- SRA's own membership base which may overlap with any of the above groups
- The media

Your role will be to amplify the voices of the rural and island grassroots. You will showcase rural and island expertise and activism and raise awareness amongst decision-makers – government departments and politicians - of the policy directions arising from the Scottish Rural Parliament and other platforms of the rural movement. You will also lead our campaigns, including our ongoing work calling for meaningful participation of rural and island communities in developing local and national policy. Amongst the first campaigns you are likely to work on, together with our Youth Consultant, is a call to establish a youth-led platform that will bring rural and island young people together with decision-makers to shape Scottish Government policy on an ongoing basis.

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This is a one-year contract which will run from October 2021 to October 2022. Prolongation of the contract beyond October 2022 is envisaged but will be subject to Scottish Rural Action obtaining the necessary funding.

Please note that we try to minimise travel across Scotland as much as possible, but you will be required to attend a certain number of meetings and events each year in person. We are happy to consider flexible working opportunities including, but not limited to condensed hours, flexible hours of work, part-time/reduced hours and job share. We are open to discussing individual requests.

Scottish Rural Action has a commitment to diversity and challenging all forms of inequality. We would be particularly keen to encourage applicants from Black Minority and Ethnic, LGBT, disabled, migrant and other backgrounds underrepresented within the rural and island development sector.

Job Description

The purpose of the role is to develop and implement campaign and communications strategies which showcase rural and island expertise and activism and raise awareness amongst decision-makers of issues relating to rural and island development, sustainability and participation.

Main responsibilities are:

1. Manage SRA's communications platforms and increase our reach and the relevance of our messaging.
2. Work with our members and wider network to share and promote stories of rural and island grassroots expertise and activism.
3. Deliver exciting and effective policy campaigns calling for decision-makers to take specific action on issues relating to rural and island development, sustainability and participation.
4. Create campaign and communications materials - newsletters, blogs, social media posts etc. - in a clear and compelling format and support the Board and your colleagues to produce impactful policy briefings and press releases.
5. Represent SRA at various government and public forums.
6. Contribute to the design and delivery of capacity-building initiatives including workshops and seminars for our network and members.
7. Demonstrate a commitment to equality and diversity and to enabling the participation of people and communities who face barriers to being heard and included.

Person Specification

Skills & Personal Attributes – Essential

- An understanding of rural and island life.
- A strong commitment to equality and diversity and to enabling the participation of people and communities who face barriers to being heard and included.
- Highly developed communication skills – digital, written and verbal, with a proven ability to communicate effectively with a wide range of people in the community and public sectors
- Sound working knowledge of a variety of campaigning and communications tools, including digital tools and social media
- A self-starter, able to work efficiently and under pressure, manage multiple projects and prioritise

Experience – Essential

- Experience in a similar job(s) and/or volunteering role(s)
- Experience in marketing and/or communications work, ideally in a campaigning capacity
- Experience in building and supporting networks of people and/or organisations with shared interests
- Experience of organising online meetings and events

Experience - Desirable

- Experience of facilitating groupwork and participation activities and evaluating their impact
- Experience of web-editing (including WordPress or other CMS systems)
- Experience of designing small-scale research activities – surveys, focus group consultations – and analysing data arising from these

The post-holder will be expected to work from a home base, subject to agreement.

The post-holder should have the ability to travel throughout Scotland. This includes access to a car or other appropriate means of travel. Travel and other expenses will be reimbursed in accordance with SRA's policy.

How to apply for this post

Closing Date Tuesday 14th September 2021

Interview By zoom around the 27th September 2021

After reviewing this information, if you have any questions about the role or would like to discuss it further, please contact our National Coordinator, Artemis Pana by emailing artemis@sra.scot or telephoning 0773 059 6842. Any such contact will be treated anonymously and will not impact your application.

If you would like to apply for this post, please return your CV and a covering letter explaining how you meet the job criteria to Barbara Grieve our Research and Finance Officer at barbara@sra.scot

We will aim to contact you by the 20th September to let you know the outcome of your application.

Thank you for your interest in working with Scottish Rural Action.

Best wishes

Theona Morrison
Acting Chair of the Board of Scottish Rural Action