

**Job Description**

**Job Title**: Senior Communications Officer, Behaviour Change, Scotland

**Reference**: SUS2958

**Salary**: Grade G: £27,528 per annum

**Hours**: 37.5 per week

**Contract:** Permanent

**Base:** Sustrans Scotland offices in Edinburgh

**Job Purpose:**

To work within the Policy and Communications team to promote and tell the story of the active and sustainable travel initiatives delivered by the Behaviour Change team to key influencing and consumer audiences through a variety of marketing channels, media outlets, social media and events.

**Dimensions of Job:**

The post holder will lead with all aspects of communication and promotion of the work of the Behaviour Change department across the following settings: Communities, Education & Young people, Active travel Hubs, I Bike, Volunteers and Workplaces, liaising with project partners, beneficiaries, supporters and volunteers.

This includes; develop and maintain all aspects of targeted behaviour change campaigns; marketing and branding of Behaviour Change projects; promotion of key delivery projects; maintenance of a database of key contacts; acting as the main media contact for the department.

The role will include working with the wider Sustrans communications team to create and disseminate content in Scotland to support engagement with key audiences across all channels.

**Place in Organisation Structure:**

The post-holder report to the Communications & Public Affairs Manager and will be part of the Policy and Communications Team. They will work closely with other staff within Sustrans, particularly programme managers, delivery coordinators and project officers within the Behaviour Change department.

**Key Relationships:**

Internal: Communications & Public Affairs Manager

Head of Policy and Communications, Scotland

Senior Communications and Promotions Officer

Delivery Manager, Behaviour Change

I Bike Manager

Director, Scotland

Senior Leadership team

Brand and Marketing UK

Other Sustrans regional and head office staff

External: Local authorities and partner organisations

Members of the general public

Education and business partners

Scottish Government

Other Active Travel Delivery partners

**Key Responsibilities:  
Delivery of projects and services**

1. To act as the communications lead for the Behaviour Change department, managing the day to day delivery of the practical aspects e.g. press releases, project promotion, social media content creation of the communications strategy for the department to the general public, media, policy makers and influencers.
2. To lead on the implementation of the Behaviour Change and I Bike communications plan for Scotland, ensuring alignment to Sustrans Scotland’s communication strategy as well as UK-wide vision mission and values as directed by the Communications Manager.
3. To provide communications advice and support to Sustrans teams and partners about behaviour change projects, including; ensuring communications requirements are met; reputation management, branding and marketing.
4. To support delivery management on the development of Scotland communications around the engagement of groups with protected characteristics.
5. To support with internal communications, raising awareness of Behaviour change projects and the I Bike programme with colleagues and briefing senior colleagues and teams as required.
6. To be part of the team creating engaging and dynamic content promoting Sustrans’ projects through digital media
7. To task manage the Content Creation Officer with the development, delivery and promotion of Scotland Behaviour Change case studies – working in partnership with the Senior Communications and Promotions Officer as required.
8. To lead on the commissioning of photography and video content promoting Behaviour Change projects.
9. To assist with good record keeping, information management and the maintenance of photography and video consent forms used by the organisation in line with GDPR requirements.
10. To support Sustrans’ central communications activity around Scotland Behaviour Change delivery, including acting as the Scotland communications lead for UK-wide campaigns such as The Big Pedal and Bike to School Week.
11. To work with the Senior Communications and Promotions Officer and Communications Manager and relevant partners on the planning and delivery of community engagement and /or events and conferences.
12. To support Sustrans’ central communications activity around behaviour change support and delivery, for example by collating information for online and offline publications, and liaising with the UK behaviour change and schools teams and press office staff to undertake local media work.
13. To deal efficiently with enquiries from the public through monitoring of the social media inbox escalating to management where appropriate.

**Communication and marketing:**

1. To contribute towards raising the profile of Sustrans, by representing the charity at meetings, activities and events, as required.
2. To support and comply with the charity’s guidance on branding, tone of voice and key messages, positively contributing towards raising Sustrans’ profile.

**Training and personal development:**

1. To attend essential Sustrans training as required by the Charity.
2. To ensure own personal development by working to objectives set as part of the Charity’s appraisal process.

**Health & Safety, Safeguarding and Equality, Diversity and Inclusion:**

1. To support and comply with the organisation’s policy for the management of Health and Safety.
2. To support and comply with the organisation’s policies for the management of safeguarding.
3. To support and comply with the organisation’s policy and procedures relating to Equality, Diversity and Inclusion and apply principles of best

**Other:**

1. To perform any other duties consistent with the nature and grade of the role as agreed with the line manager.

**Working Conditions:**

The post-holder will work from the Sustrans office in Edinburgh. The work will involve travel around Scotland and the post-holder will be expected to travel as sustainably as possible. The post-holder may also be expected to occasionally work on a flexible basis including some weekends and overnight stays with occasional visits to Sustrans office in Bristol and other regional offices as required.

**Special Note:**

This job description does not form part of the contract of employment, but indicates how that contract should be performed. The job description may be subject to amendment in the light of experience and in consultation with the jobholder.

Employment will be conditional on clearance by the appropriate Disclosure Scotland (Protecting Vulnerable Groups Scheme) check.

Compiled by: Senior Communications and Public Affairs Officer

Date: May 2020

**Senior Communications Officer, Behaviour Change,** **Scotland (SUS2958)**

**Person Specification:**

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| **Criteria** | | **Essential** |
| Qualifications, education and training | | Educated to degree level or equivalent or with well proven relevant experience |
| Experience | | Demonstrable experience of working in a communications environment  Relevant work experience in either marketing, PR, event management, festivals or similar  Experience of writing and/or editing content for publications, press releases and websites  Experience and interest in using social media in a professional environment  Experience of organising and running events  Experience of working with creative colleagues and agencies and applying brand and style guidelines |
| Skills and abilities | | Excellent communication skills, both verbal and written  A proven ability to write relevant, engaging content for print and digital channels for a variety of audiences  Ability to work cooperatively and effectively with others in a team, but to make own decisions when appropriate and necessary  Excellent interpersonal skills  Organised and efficient, with effective time management skills and the ability to plan, prioritise and work to tight deadlines  Ability to co-ordinate multiple tasks effectively  Aptitude for organising and establishing systems  Excellent IT literacy and website development  A dynamic, creative and inspiring approach |
| Knowledge | | Knowledge of adobe creative package including Premier, Photoshop and illustrator  Good understanding of the communications environment, including media, digital and marketing |
| Other | | Committed to Sustrans values and the promotion of sustainable transport  A flexible and enthusiastic approach to workload |
| **Criteria** | **Desirable** | |
| Qualifications | Educated to degree level or equivalent | |
| Experience | Experience in more complex project management and implementation  Experience of behavioural change communications and promotion projects  Knowledge and experience of social and digital media engagement  Experience of working with budgets and identifying funding opportunities | |
| Skills and abilities | Experience of community engagement and/or active travel event organising  (Experience of proactively engaging with a diverse audience including ‘harder to reach’ demographics)  Research, data collection, analysis and presentation / sharing learning skills | |
| Knowledge | Knowledge of website design, publication and management | |