



**Mountaineering Scotland**  
The Granary  
West Mill Street  
Perth PH1 5QP  
Tel: 01738 493 942  
info@mountaineering.scot

**Job Description**  
**Communications Officer**  
**Full time contract - 37hr/wk**  
**Salary £29,303 - 34,142 pa**

**The Role**

As part of the Member Services & Communications Team, you will have an important and dynamic role in raising awareness and visibility of the work of Mountaineering Scotland, developing our digital channels and helping us deliver our strategic aims and outcomes.

More people than ever are taking up hill walking, climbing, mountaineering and ski touring in Scotland's mountains and climbing venues. That means our communications need to be effective across multiple platforms and channels to inform, engage and grow our community. You will achieve this by engaging with existing members, affiliated clubs and new audiences through social media, web, PR, print and email marketing.

This role is at the forefront of telling the story of our organisation, our activities and our members, and celebrating some of our country's best-loved and most precious environments.

The main purpose of the role is to:

- Raise and enhance the profile of Mountaineering Scotland as the leading membership organisation for people interested in mountaineering activities.
- Shape and deliver communication channels to support our Strategic Framework.
- Lead on proactive content creation across a variety of channels including digital platforms, Scottish Mountaineer magazine and other key publications.
- Develop our growing digital and social media presence, website and email marketing.
- Act as an authoritative source of specialist advice and guidance for colleagues.
- Actively promote equality, diversity and inclusion in mountaineering related activities.

## **The Person**

We're looking for a talented, pro-active, energetic and creative individual to help us shape our story. With experience in a digital communications, media or PR, your skills will enhance our team and help Mountaineering Scotland achieve its strategic aims.

## **Job Context**

Mountaineering Scotland is the representative body for hill walkers, climbers and ski-tourers in Scotland and campaigns and educates on a wide range of issues including access rights, mountain safety and protection and conservation of the mountain landscape. We are a not-for-profit company with twelve employees, a growing membership of around 16,000 members and 140 affiliated clubs, and an annual turnover of over £500k.

The post holder will be part of the Member Services and Communications team and will be expected to communicate and work collaboratively with the whole staff team as well as volunteers (including Board members) and partner organisations.

Mountaineering Scotland is committed to being an employer and volunteer organisation that recognises and encourages equal opportunities, diversity, inclusion and respect in the workforce, with employment conditions and practices that ensure all staff and volunteers are treated equitably. We particularly welcome applications from those who are significantly underrepresented in our sector, including women, people with disabilities (including hidden disabilities) and individuals from Black and minority ethnic communities.

## **Key responsibilities**

### **Communications**

- Support the creation and implementation of communications and content plans to help deliver the aims and outcomes of the Mountaineering Scotland strategic framework and communications strategy.
- Support membership growth and brand visibility using a creative and proactive approach to storytelling and developing content for web, email, social platforms, print and media.
- Contribute to the development of a team of 'ambassadors' to promote the work and strategic aims of Mountaineering Scotland.
- Collaborate with the Mountaineering Scotland staff team to support the development and delivery of communications for campaigns, events and other activities.
- Create and source images and further develop a video/image library for use across digital and print publications and social media platforms.
- Develop relationships with external design, PR, media and research agencies to deliver projects within agreed budgets.

- Ensure all communications are aligned with Mountaineering Scotland’s brand guidelines, policies and strategic framework, and actively promote equality, diversity and inclusion.

### **Social media**

- Develop, coordinate and implement social media content plans across all Mountaineering Scotland social media channels.
- Create and schedule targeted social media content for key platforms and audiences, including day to day, seasonal and stand-alone campaigns.
- Actively engage with key partners and groups on social media to promote membership, safety and seasonal campaigns.
- Identify and engage with social media influencers and ambassadors to support our campaigns and messaging for specific audiences.
- Monitor social media channels and respond to enquiries, comments and messages in accordance with our social media guidelines and policies.
- Contribute to the research and analysis of social media trends, including engagement data, to improve social media presence, campaign effectiveness and efficiency.

### **Media**

- Proactively maintain and cultivate positive relationships with media contacts to maximise opportunities and ensure Mountaineering Scotland is regarded as the go to voice on all things related to mountaineering activities in Scotland.
- Actively seek opportunities to promote Mountaineering Scotland and its work, and lead on development of news stories and features to support media activity.
- Compile press releases for distribution to media contacts, partners and other networks where appropriate.

### **Website and email marketing**

- Create and publish regular news articles for the Mountaineering Scotland website.
- Update website content and monitor regularly to ensure information is accurate.
- Contribute to the development of Mountaineering Scotland’s websites, including supporting staff across the organisation to update and create new content.
- Support the development and promotion of the Mountaineering Scotland online shop.
- Lead on the production and development of monthly members e-news and other regular email marketing to members and potential new members.
- Ensure contact information is kept up to date in line with data protection/GDPR legislation.

### **Print and publications**

- Scottish Mountaineer magazine and Mountain Matters:
  - Plan, source, edit and proof-read a range of features, articles and images, which entertain, inform and reflect the interests of the membership.

- Ensure that design quality, copy and images consistently meet the required specification, error-free and within budget.
- Provide editorial and design support for the creation of internal and external publications including policy and guidance documents, Annual Report and member resources.
- Assist with the creation and distribution of marketing materials including flyers, posters, banners and merchandise.
- Monitor and reorder stocks of promotional materials including flyers, posters and branded merchandise as required and within agreed budget.

### **Monitoring & measuring effectiveness**

- Provide regular analysis of social media activity, email marketing, website, PR and campaign activity through Google Analytics and social media metrics.
- Ensure effective monitoring and reporting of press and media activity.
- Review and evaluate content performance, make improvements and identify new opportunities.

### **Member services**

- Support the Member Services team as required to provide a friendly, professional and informed response to email and phone enquiries.
- Work with other members of the Member Services & Communications team to ensure strong, clear, co-ordinated and engaging communications with members.
- Proactively promote member discounts and offers through all communication channels.

## **Person specification**

### **Essential attributes**

- Experience
  - Proven track record in a communications, PR, marketing or digital role.
  - Use of communications channels in a professional capacity, including social media, email and web to deliver marketing and/or information/educational campaigns.
  - Creating and editing written and visual content for a wide range of audiences for publications, marketing materials and digital channels.
  - Experience of working in a team, with proven ability to work collaboratively and form effective working relationships with internal and external stakeholders.
  - Experience of editing websites using content management systems, preferably with a working knowledge of HTML and CSS.
- Skills
  - Articulate and confident, with excellent written and verbal communication skills.
  - Excellent organisational and planning skills, with ability to work on own initiative, take direction and meet deadlines.

- Proven ability to work in a fast-paced environment and manage a busy workload with competing priorities.
- Creative thinking, excellent attention to detail and strong eye for design.
- Experience of planning, creating and scheduling content for social media, including Facebook, Twitter, Instagram and TikTok.
- Knowledge
  - Confidence and competence using (or willingness to learn) IT and digital communications tools including Mailchimp (or similar), image/graphics and video editing software (e.g. Canva, Adobe Creative Suite) and web content management systems (e.g. WordPress).
  - Good working knowledge of MS Office, Outlook and Teams
  - Understanding of the media landscape including relevant print, broadcast, and online platforms as well as social media.
  - Awareness of current and emerging social media and other digital trends.
  - Understanding of data protection legislation and practice in relation to communications activity.

### **Desirable attributes**

- An interest in and understanding of the work of Mountaineering Scotland, mountaineering and related issues.
- Member of Mountaineering Scotland.
- Experience of or interest in producing newsletters, journals or magazines.
- Advanced user of Adobe creative suite especially Photoshop, Indesign, Premiere Pro.
- Video production and editing experience.
- Experience creating podcasts/audio content.
- Experience of producing online events/webinars using Teams or Zoom.
- Managing online advertising campaigns e.g. Google Ads, Facebook.
- Working knowledge of Google Analytics 4 and other insights platforms to measure and improve effectiveness of communications.
- Journalism, blogging or other writing experience.

### **Expectation**

The post holder is expected to understand, and where appropriate, apply the policies and procedures contained in the Mountaineering Scotland Company Manual.

### **Accountable to whom**

The post holder reports to the Member Services and Communications Manager.

## **Working Hours & Remuneration**

This is a full-time position working 37 hrs a week with occasional evening/weekend working and the option to work flexibly (to be agreed on appointment). The post is based in the Mountaineering Scotland Office in Perth, however there is the potential for home/remote working subject to negotiation with a minimum of 2 days/week in the Perth office.

The post holder will be entitled to 35.5 days paid annual leave per annum, this includes 10.5 days public holiday and 25 days annual leave increasing to a maximum of 38.5 days after 3 years.

The salary for the post is from £29,303 - 34,142 per annum, paid monthly and the position on the scale will be negotiable on appointment depending on previous experience.

**This Job Description is subject to regular review and may be updated accordingly to reflect the evolving needs of the position and organisation.**