



**Mountaineering Scotland**

The Granary

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## **Job Description**

### **Communications Officer**

### **(Full time contract – 37hr/wk)**

#### **The Role**

It's an exciting time for Mountaineering Scotland – and 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.

More people than ever are taking up hill walking, climbing, mountaineering and ski touring in Scotland's world class mountains and climbing venues. That means our communications need to be at their peak – across multiple platforms and channels to inform and engage as many people as possible and grow our community.

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 the aims and outcomes of our new strategy for 2022-25.

You'll achieve this by engaging with new audiences as well as existing members and clubs through social media, web, PR, print and email marketing.

The main purpose of the role is to:

- Raise and enhance the profile of Mountaineering Scotland as the leading organisation for anyone interested in mountaineering activities.
- Shape and deliver communication activities supporting our 2022-2025 Strategic Framework.
- Lead on proactive content creation appropriate to different 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 disciplines.

## **The Person**

We're looking for a talented, energetic and above all creative individual to help us shape our story. If you come with a knowledge of the multi-media digital world we live in you'll have an opportunity to build your own knowledge and experience by supporting our objectives for the future. With experience in a media or PR background, your skills will add to our team and move Mountaineering Scotland in a bold direction.

## **Job Context**

Mountaineering Scotland is the representative body for hill walkers, climbers and ski-tourers and campaigns actively on a wide range of issues including access rights, protection and conservation of the mountain landscape. We are a not-for-profit company with twelve employees, a growing membership of over 15,500 and a 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, such as women, people with disabilities (including hidden disabilities) and individuals from Black and Minority ethnic communities.

## **Key responsibilities**

### **Communications**

- Support the creation and implementation of annual 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 platforms.
- Develop relationships with external suppliers including design, PR, media and research agencies to deliver projects within agreed budgets.

- Ensure all communications deliver against 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, both day to day and as part of 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 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**

- Maintain and cultivate positive relationships with media contacts to maximise opportunities and ensure Mountaineering Scotland is known as the expert voice on all things related to mountaineering.
- Actively seek opportunities to promote Mountaineering Scotland and its work, and lead on development of news stories and case studies to support media activity.
- Draft and adapt 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 business 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:
  - 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 budgets.

### **Monitoring & measuring effectiveness**

- Provide regular analysis and reporting of social media, email marketing, website, PR and campaign activity through google analytics and social media insights.
- Ensure effective monitoring and reporting of press and media activity.
- Act on insights to evaluate content performance, make improvements and identify new opportunities.

### **Member services**

- Support the Member Services team as required to provide a friendly and professional response to email and phone enquiries.
- Work with other members of the Member Services & Communications team to support 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 and experience in a communications, PR, marketing or digital role.
  - Use of communications channels in a professional capacity, including social media, email marketing and web to deliver marketing and/or educational campaigns.
  - Creating, editing and tailoring 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 updating 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 work to tight 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 and learning IT and digital communications tools including Mailchimp (or similar), image/graphics and video editing software (eg Canva, Adobe Creative Suite) and web content management systems.
  - Good working knowledge of MS Office, Outlook, Teams
  - Understanding of the media landscape including relevant print, broadcast, and online platforms as well as social media.
  - Awareness of 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.
- Managing online advertising campaigns eg Google Ads, Facebook.
- Understanding of Google Analytics 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 who is the line manager.

## **Working Hours & Remuneration**

This is a full-time position working 37 hrs a week during normal office hours with occasional evening/weekend working and the option to work flexibly to be agreed on appointment. The contracted place of work will be the office in Perth however there is the potential for some home/remote working subject to negotiation.

Your entitlement to paid holiday will be 35.5 days, including 10.5 days public holidays and 25 days paid holiday, each year increasing to a maximum of 38.5 days after 3 years.

The salary for the post is from £26,835 – £31,266 and the position on the scale will be negotiable on appointment depending on previous experience.