

CAIRNGORMS CAPERCAILLIE PROJECT

ENGAGEMENT OFFICER JOB DESCRIPTION

Fixed Term Contract 15 months. Salary band C (£25,071 to £29,329) 22.5 hrs per week

This project aims to save the capercaillie, one of the UK's most threatened species, for future generations. The project implements the recommendations of the Cairngorms Capercaillie Framework, the blueprint for a strategic, landscape-scale approach to saving the species in the National Park through direct conservation action, sustainable recreation planning and community engagement.

People are at the heart of the solution: we will involve local residents in devising solutions to current conservation problems and raise awareness and understanding amongst residents and visitors about the value of saving capercaillie and the role people can play in securing the bird's future, inspiring people to support the conservation effort.

Overall Purpose

- A coordinating role, providing the public and community engagement link across multiple strands of work; providing the communications and leading and overseeing the development of strategies and plans and
- providing communications support for the project as a whole.
- Co-ordinating the production of the Audience Development Plan and contributing to the production of an Activity Plan and other second round submission documents

Specific Project Responsibilities

- Commissioning and working with consultants to develop Community engagement (incl story-mapping), Communication strategy, Interpretation strategy, Education & Outreach plan and Brand strategy & guidelines;
- Ensuring that accessibility and inclusivity are considered in all strategies and plans
- To ensure there is a coordinated and planned approach for the project in understanding and defining the project's audiences.
- Developing and maintaining the Project's on-line and social media presence
- Prepare press releases and updates about the Project across a range of media
- Work closely with project partners, in particular the CNPA communication team, to agree and jointly promote Project communications.
- To work with the project consultants and staff to ensure there is effective consultation and testing with audiences in the development phase of the project.

Partnership Working

- Ensure the community including businesses, schools, education providers, rangers and project partners are actively engaged in the development of strategies and plans.
- Work closely with and support community engagement activities

- Work with partner organisations and project staff to ensure delivery of all related projects in line with project plans, activity plans and budgets.
- Ensure monitoring and evaluation requirements are met and reported.
- Ensure good working relationships are maintained between project partners and links between projects are embedded and strengthened.

Communications

- Ensure all partners and the local community are fully engaged in and briefed on progress with the capercaillie project overall.
- Deliver regular progress reports and communications to communities and partners including website, social media and written updates.
- Support other project staff and volunteer team in communicating effectively

Other

- To carry out the above duties in line with key partner's policies and procedures
- To carry out further duties as and when required in line with the grade of the post

Person Specification - Knowledge, experience and training

ESSENTIAL

- Excellent communicator with positive and realistic 'can-do' attitude;
- Understanding of communications plans, audience development, interpretation and digital strategies;
- Knowledge and understanding of quality and best practice in learning, interpretation, communications and engagement
- Experience of preparing press releases, website and social media content;
- Experience of commissioning and overseeing contractors;
- Experience of developing, monitoring and critically evaluating engagement plans and activities
- Experience of working in partnership with a range of stakeholders in the public and private sector, specifically including community engagement;
- Computer and IT literate;
- Ability to work on own initiative, delivering to agreed deadlines;
- Driving licence (Other arrangements will be considered for those with a disability which prevents driving).

DESIRABLE

- Knowledge and understanding of the Cairngorms National Park Authority, especially

with community consultation and issues regarding conservation of the Park's natural heritage

- Knowledge or experience of accessibility and inclusion for all audiences in terms of communication and media.
- Experience of working with HLF processes and procedures