



Cairngorms Connect



Forestry and
Land Scotland
Coilltearachd agus
Fearann Alba



giving
nature
a home

Communications and Involvement Manager – Job Description

Introduction

Cairngorms Connect this is the UK's biggest habitat restoration project. It is a partnership of neighbouring land managers, committed to a bold and ambitious 200-year vision to enhance habitats, species and ecological processes across a vast area in the Scottish Highlands. Stretching over 600 square kilometres of contiguous land within the Cairngorms National Park.

This is a landscape of ancient woodlands, intersected by sparkling rivers and lochs, that encircle an Arctic-like mountain massif. It is the most extensive and wildest landscape of its type in Britain; there are vast tracts of blanket bog, tranquil wetlands and secret woodland bogs. It is home to plants, insects, birds and mammals that are found in few parts of the UK – the area is home to more than 5,000 recorded species; 20 per cent are nationally rare or scarce.

The Cairngorms Connect partnership is comprised of 4 land managers who, collectively, manage 600sqkm of contiguous land:

- Wildland Limited
- Forest Enterprise Scotland
- NatureScot
- RSPB Scotland

The Cairngorms National Park Authority is a supporting partner. The Endangered Landscapes Programme is a major funder of the Cairngorms Connect project.

What the role is about

The **Communications & Involvement Manager** will lead the promotion of Cairngorms Connect – locally, nationally and internationally. They will:

- Champion Cairngorms Connect's ambitious and exciting vision.
- Celebrate the extraordinary wildlife and habitats of the project area, and our restoration work to benefit them.
- Build understanding and value around the significant ecosystems services arising from the project.
- Promote opportunities for people to get involved – through employment, apprenticeships, volunteering and citizen science.
- Build a vibrant presence in the media, Social Media and on-line.
- Establish a lively internal communications approach, cementing the broad partnership of the project.

If you are an experienced communications professional, with a passion for the environment, this could be the role for you. We are looking for a person with the following key skills and competencies:

- Committed to, and experience of, delivering high-quality external and internal communications.
- Demonstrable experience of communications in the context of a partnership, ideally nature conservation.

- Significant & demonstrable experience, of building profile and establishing brand identity
- Able to demonstrate experience in sustaining an active and engaging on-line presence.
- Significant project management experience & skills.
- People management and team development experience.
- Experience of working in a large, diverse organisation in the public, private or third sectors
- A capable communicator with the ability to inspire a partnership approach.
- Experience of reputational risk management and mitigation – including, a positive approach to managing controversial issues.
- Experience of working collaboratively with communities and communities of interest.
- Strong writing and report compilation skills.
- Experience of managing a budget responsibly, with a regular reporting framework.
- Demonstrable ability to deliver ambitious targets.
- Demonstrable problem solving and dispute resolution skills.
- Experienced user of Microsoft Word, Excel, Powerpoint and Outlook.
- Experienced in compliance under General Data Protection Regulations.

Length of contract:

This is a fixed term contract from March 2020 – December 2023

Salary

The Salary for this role is on the RSPB' s P8 grade £26,212 - £38,646. RSPB policy is to appoint in the bottom quartile of this range. Progression through the range is subject to performance.

Full time or part time	Full time, though we are open to applications for a part-time role, which we would combine with an increased budget for contractors/consultants.
Reports to:	CC Programme Manager
Direct reports:	Community Ranger (based at RSPB's Insh Marshes nature reserve).
Other key links	Strong links with: <ul style="list-style-type: none"> • Visitor Operations Manager, Abernethy, • Site Manager at Insh Marshes, • Environment Officer East, Forestry and Land Scotland • NatureScot Area Warden • Director Conservation at Wildland Limited • CC convenor of the CC Communications and Involvement Group. • Communications leads for the CC partners and for the Cairngorms National Park Authority
Overall role	Responsible for the external and internal profile of the project, and responsible for all aspects of project communication: <ul style="list-style-type: none"> • within the partnership and between staff; • with funders; • meeting media and social media requirements; • dealing with difficult issues, if required by the project partners; • to promote the project positively – locally, nationally and internationally.
Main tasks	<ul style="list-style-type: none"> • Responsible for driving the CC communications programme on behalf of the Programme Manager. • Preparing the Work Package plan and schedule for the CC communications work area, and agree it with the CC Programme Manager. • Produce Checkpoint Reports as agreed with the CC Programme Manager. • Plan, monitor and manage the team's communications and involvement work. • Take responsibility for the progress of the team's work and use of team resources, initiating corrective action where necessary, within the constraints laid down by the CC Programme Manager. • Identify and advise the CC Programme Manager of any issues and risks associated with a Work Package. • Manage any specific issues and risks as directed by the CC Programme Manager.

	<ul style="list-style-type: none"> Advise the CC Programme Manager of any deviations from the Work Package plan, recommend corrective action, and help prepare any appropriate Exception Plans.
Work Base	Aviemore (NatureScot offices) – but significant working from home will be needed during Covid restrictions.

Whilst funded by the Endangered Landscapes Programme, the post will be employed by RSPB on behalf of the Cairngorm Connect partnership (Wildland Limited, NatureScot, Forestry and Land Scotland, & RSPB Scotland). The post holder will therefore be subject to the RSPB's terms and conditions.



The **Endangered Landscapes Programme** offers an exciting vision of hope for the future in which European landscapes are enriched with biodiversity, establishing resilient, more self-sustaining ecosystems that benefit both nature and people.

The programme is funded by Arcadia, a charitable fund of Lisbet Rausing and Peter Baldwin, and is managed by the Cambridge Conservation Initiative.