



Forestry and  
Land Scotland  
Coilltearachd agus  
Fearann Alba

# Cairngorms Connect Communications Officer

## What the job is about ....

### **Cairngorms Connect – the biggest habitat restoration partnership in Britain**

Set in a vast landscape of ice-hewn mountains, spectacular pinewoods, tranquil lochs, and wild, rushing rivers, *Cairngorms Connect* is the largest habitat restoration partnership in Britain. Over centuries, the needs of agriculture, commercial forestry and field-sports defined the patterns of land management here. Now, *Cairngorms Connect* is shifting the emphasis, making this inspiring place better for wildlife, and better for those who take joy from the wildlife and beauty of this extraordinary place. The project will expand the Caledonian pine forest to its natural limit, reinstate drained wetlands, naturalise rivers and restore huge tracts of peatland, to create an amazing place for nature - a home to eagles, wildcats, pine martens, ospreys, black grouse, ptarmigan, otters and curlews. For more information about Cairngorms Connect, visit [www.cairngormsconnect.org.uk](http://www.cairngormsconnect.org.uk)

### **Challenge and opportunity**

The *Cairngorms Connect* project area hosts a rich diversity of habitats and species. Over centuries, many of these have been affected by the past land use requirements of farming, commercial forestry and field sports. As with many parts of upland Britain, land was cleared and drained, and floodplains modified for food production, or for forestry, with plantations of Scots pine and non-native conifers established to boost timber yields. Open moorlands were managed for a sporting surplus of grouse and deer. This land-use inevitably had an impact on the habitats and species of the Cairngorms.

But although woodland cover is severely diminished, impressive remnants remain, and over the last 30 years there has been a gradual increase in extent. The scale and connectedness of the *Cairngorms Connect* area now presents the best opportunity in Britain to restore natural ecosystem processes at large scale, building on already big, though damaged, habitat remnants.

This region is of vital importance to the local community, whether for livelihood, recreation, or because their culture and history is embedded in its forests, lochs and hills. This project involves local people throughout. It delivers sustainable cultural and social benefits and creates opportunities to become involved in decision-making, participate in delivery, find meaning in the landscape, its origins and future, and establish businesses in forestry, wildlife tourism, deer management, or the many other economic opportunities suited to the area.

## **Aims and projected impact**

**Cairngorms Connect** aims to restore habitats and natural processes across a contiguous area of 60,000ha over the next 200 years. It will enable natural capital and ecological processes to recover, ecosystem services to increase and populations of eagles, wildcats, pine martens, ospreys, black grouse, ptarmigan, otters, and the rare and fascinating twinflower to grow, supporting sustainable economies and improving human wellbeing. This is a long-term project, as blanket bogs (at high latitude and altitude) are slow to recover; trees take years to propagate, and natural regeneration impacts take time. Nevertheless, the project will deliver significant outcomes in the next five years.

Our aims will be achieved by:

- Reducing deer damage across the 60,000 ha project area.
- Restoring woodland habitats and processes, including through removal of non-native conifers from 6,790 ha of forest and restructuring of 1,720 ha of Scots pine plantation.
- Restoring key peatland habitats – 400 ha of blanket bog and 900 ha of bog woodland.
- Restoring natural hydrological processes over 1,000 ha of floodplain.
- Making a significant contribution towards the maintenance and enhancement of the livelihoods and wellbeing of local people, through direct employment, local contracting of services, apprenticeships and enhancement of ecosystem services for local communities.

## **Cairngorms Connect Project Partners:**

- Wildland Limited
- Forestry and Land Scotland
- NatureScot
- RSPB Scotland

Cairngorms National Park Authority is a supporting partner

- *Other partners include:* Forestry Commission Scotland, The Norwegian Institute for Nature Research (NINA), Trees for Life, Buglife, Royal Botanic Gardens Edinburgh, Plantlife, Scottish Wildcat Action, Aberdeen University, Dundee University, Butterfly Conservation Scotland, Spey Catchment Initiative.

## **Landscape description**

The *Cairngorms Connect* project covers 60,000ha of contiguous land in the Scottish Highlands, within the catchment of the River Spey, ranging in altitude from 200m to 1,309m above sea level – the second highest summit in Britain. It lies entirely within the Cairngorms National Park, a popular area for wildlife watching and outdoor activities. The main habitats are extensive floodplains; Scots pinewood (including the UK's most extensive ancient Caledonian pinewood remnants); bog woodland; birch, aspen and riparian woodland; Scots pine and non-native conifer plantation; upland heaths and mires; lakes; and sub-alpine heaths. The area is home to more than 5,000 recorded species; 20 per cent are nationally rare or scarce. It includes: Britain's only known non-coastal pair of white-tailed eagles – and 10 other regularly breeding raptor species; the national stronghold for capercaillie; the best sites for twinflower; the only natural treeline in the UK; and some of the best sites in the UK for sub-Alpine plant communities.

## **Community Communications Officer Role**

The Communications Officer will build support, understanding and engagement locally, nationally and internationally. Amongst other tasks, they will:

- Supporting the development of our communications strategy
- Be responsible for planning, creating, and delivering engaging communications, including social media and digital content.
- Effectively integrate with teams working across the Partnership Area, to uncover and promote stories which build support and understanding for our work.
- Identify new opportunities for communicating the work of Cairngorms Connect
- Work with the media to tell stories.
- Contribute to community advocacy, enabling the local community to remain engaged and enthused about the project, its outcomes and empowered to continue local conservation activities.

The RSPB is committed to safeguarding and promoting the welfare of children and vulnerable adults and expect all staff and volunteers to share this commitment. This post is subject to the appropriate safeguarding checks upon appointment.

Some weekend working will be required.

Your own personal development will be an important part of your objectives in this role and the diversity and size of the estate and work programme provides plenty of opportunity.

**Length of contract:**

This is a fixed term contract until December 2023

**Salary**

The Salary for this role is on the RSPB's P6 grade: £23,939 - £34,413 Per Annum. RSPB policy is to appoint in the bottom quartile of this range. Progression through the range is subject to performance.

<b>Full time or part time</b>	Full time Part time considered, with budget re-allocated to contracted work.
<b>Reports to:</b>	Line management: Cairngorms Connect Communications and Involvement Manager
<b>Direct reports:</b>	<ul style="list-style-type: none"> <li>• No staff</li> <li>• Volunteers</li> </ul>
<b>Other key links</b>	<ul style="list-style-type: none"> <li>• Cairngorms Connect Community Rangers</li> <li>• Partner Comms and Involvement Working Group</li> <li>• Partner Comms and Marketing Teams</li> <li>• FLS Ranger, Glenmore.</li> <li>• NatureScot Area Warden</li> <li>• The CNPA Volunteer Rangers.</li> <li>• Director Conservation at Wildland Limited</li> </ul>
<b>Overall roll</b>	To build support and engagement in the habitat restoration vision of Cairngorms Connect, through positive, inspiring and bold communications.
<b>Main tasks</b>	<ul style="list-style-type: none"> <li>• Supporting development of the communications strategy.</li> <li>• Work with staff across the Cairngorms Connect Partnership to share their stories and projects through our communication channels.</li> <li>• Manage the Cairngorms Connect social media channels, including Instagram, Facebook, Twitter and LinkedIn.</li> <li>• Create engaging content for all channels</li> <li>• Write and edit copy for social media posts and website content.</li> <li>• Write and edit copy for press releases</li> <li>• Build our online community.</li> <li>• Report on social media analytics.</li> </ul>
<b>Secondary tasks</b>	<ul style="list-style-type: none"> <li>• Identify new opportunities to engage wider audiences in our communications channels.</li> <li>• Build strong working relationships with the Partner's (RSPB Scotland, NatureScot, Forestry and Land Scotland, and Wildland Limited) Comms Teams to co-ordinate and amplify stories to maximise reach.</li> <li>• Contribute to Partnership Projects, for example Cairngorms Connect Venison.</li> <li>• Identify new opportunities for communications</li> </ul>
<b>Work Base</b>	Based in Aviemore, with other possible office locations across Strathspey. Flexible working (i.e., part-time home-based) also considered.

Whilst funded by the Endangered Landscapes Programme, the post will be employed by RSPB on behalf of the Cairngorm Connect partnership (Wildland Limited, Scottish Natural Heritage, Forest Enterprise 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.



# Who we are and what we do

The RSPB exists to give nature a home. We help our birds, other wildlife and natural places survive and thrive.

On our doorstep are woods and farmland, moors and marshes, cliffs and mountains. They are home to an astonishing array of precious but threatened wildlife. Every species is unique, but they are all connected to one another. And every one of them needs a home to survive.

Sadly, many of our best loved and most iconic species can't find a welcome home here any more. It's our job to change this. A country that's not home to skylarks and puffins, red squirrels and hedgehogs is not a country any of us want to live in.

To protect our threatened birds and other wildlife, we need to protect the places where they live. If we are taking care of nature, we are taking care of ourselves and future generations.

## **The RSPB in a nutshell**

The Royal Society for the Protection of Birds (RSPB):

- Was formed in 1889 to counter the barbaric trade in bird plumes for women's hats
- Has since grown into a world-leading wildlife conservation organization and now speak out for all birds and wildlife, tackling the problems which threaten our environment
- Has over a million members, including more than 200,000 youth members
- Has more than 2,000 active staff members and almost 18,000 volunteers, who donate more than a million hours of their time – that's the equivalent of 600 full-time staff
- Has a NET income available for charitable purposes of £89.3 million
- Has more than 200 nature reserves covering 143,7800 hectares and home to 80% of our rarest or most threatened bird species
- Has a UK headquarters, three national offices and eight regional offices
- Has a network of over 150 local groups and more than 150 youth groups
- Has an impressive global reach, with active projects and capacity building programmes in 26 countries and 10 UK Overseas Territories
- Is the UK partner and leading player, in Birdlife International
- Has the largest charity mail order operation in the UK, and also has the UK's most successful charity credit card

## **Volunteers**

Volunteers founded the RSPB 125 years ago and remain a vitally important part of the organization today; there are approximately nine volunteers for every paid member of staff

Our volunteers bring a unique range of skills and qualities to the RSPB, help stretch our scarce resources and keep us in touch with grass roots.



# Our Strategy, Mission and Cultural Values

## Our Strategy

### **Our vision: a world richer in nature**

Imagine this. Wild birds and other wildlife will no longer be declining. Nature is restored, enriching and sustaining the lives of people as a result. Such a world would guarantee that future generations have clean air and water, a stable climate, abundant and diverse wildlife, and a robust, diverse and sustainable economy.

### **Our long-term purpose: saving nature**

We believe that:

- There is a moral imperative to save nature
- Nature is crucial for peoples quality of life and the planet's life support systems
- Birds are an integral part of the web of life
- We are well placed to stand up for birds and all nature
- The challenge is great, we must work with others to succeed
- We need growing popular support

## Our Mission

### **By 2020...**

Our work is both urgent and important and we need to act now to make a difference. The world's governments have committed to halting biodiversity loss by 2020 and we will challenge them, as well as businesses, civil society and ourselves, to take the steps necessary to reach this goal, and then go further.

## Our Cultural Values

Our cultural values are the way we work with each other and partners:

### **Bold**

We speak out honestly for what we believe in, aiming higher and pushing further for growth. We seek to provide innovative, fun and sociable ways for people to get involved

### **Focused**

We identify where birds and wildlife are most under threat, then act decisively and with commitment to save them and deliver tangible results

### **Supportive**

We support each other and our sector partners in order to flourish, and make sure our supporters receive reward and recognition for their contribution

### **Together**

We work together for the biggest possible impact across the RSPB and with partners across the UK and globally





# What we offer

**The RSPB offer some great benefits to reward and support you while working with us.**

## **Pay**

We offer a competitive salary to attract and retain great people.

## **Flexible Working**

We pride ourselves on being a flexible and supportive employer. We realise that our staff have demands on their time outside of work, and are open to requests to work flexibly. There are a range of options to support you such as flexitime, TOIL and parental leave. Depending on the circumstances, up to five paid days a year is offered for unexpected family emergencies, elective medical procedures and compassionate leave.

## **Annual leave**

Our leave year runs from 1 April to 31 March. When you start you will receive 26 days' holiday, excluding public holidays (four days are taken during the RSPB's Christmas shutdown). This will increase to 28 days after three years' continuous service and 30 days after seven years' continuous service. Leave will be pro-rata for part time staff and where you start part way through the year.

## **Pension**

The RSPB offers a defined contribution pension scheme to all uk based staff, with a matching employer contribution of up to 7%.

## **Life Assurance**

All employees age 18 or over and under 75 are automatically covered for death in service benefit. A lump sum of five times basic salary at the date of the employee's death is paid to their beneficiaries or estate.

## **Maternity, paternity and adoption leave**

To support your family life we have enhanced our legal obligations towards employees. We offer up to 12 weeks full salary to employees going on maternity or adoption leave, and up to two weeks on full salary to employees taking paternity leave.

## **Sickness Pay**

If you become ill, you are supported by our enhanced Occupational Sick Pay Scheme. Your entitlement is determined by length of service, but can be up to a maximum of 36 weeks for full-time staff. We also work closely with one of the UK's leading occupational health providers, to help you in returning to work.

### Employee Assistance Scheme

All RSPB employees have free access to an Employee Assistance Programme provided by The Validium Group. This service is available 24 hours a day, 365 days a year.

### Staff Association

All employees are eligible to join our staff association. The RSPB set up the Staff Association to independently protect and promote the interests of staff. It is officially recognised by the Management Board and Council and is consulted on many key decisions. The Staff Association also negotiates member discounts on a wide variety of goods and services.

### Learning and Development

The RSPB is committed to supporting all RSPB employees with quality learning and development opportunities. We offer a wide range of learning and development opportunities including our induction process, on-going training and e-learning. We prioritise leadership and management which is key to people motivation and success. Our recent leadership programmes have received the Institute of Leadership and Management accreditation. The Learning and Development team's focus and aim is to help both you and the organisation to succeed.

### Volunteering

All employees are entitled to one extra day of paid leave each year to spend volunteering. This can be for any charity or voluntary organisation - not just the RSPB.

### Sabbaticals

After five years' continuous service, and each five years thereafter, all employees are entitled to a 4 week sabbatical. This is a chance to take time out of your busy day-to-day job to do research, volunteer, learn a new skill or travel. Sabbaticals should have specific goals and objectives designed to benefit both you and the RSPB.

### Childcare Vouchers

The Childcare Voucher Scheme is open to all employees who are parents or guardians and currently use childcare facilities. Employees can opt to receive part of their salary in childcare vouchers up to a maximum of £243 per month to use with a wide range of childcare providers. The amount received in vouchers is tax free.

### Green loans

Employees can apply for an interest-free loan to buy a bicycle or a season ticket.

### RSPB Nature Reserves and RSPB retail

Employees can visit any RSPB reserve free and can receive up to 20% off retail items in the RSPB's shops.

### Relocation

We are able to offer a limited amount of financial help towards relocation costs for employees, depending on the circumstances. We need the right people in the right place so offer financial help towards relocation costs for employees, depending on the circumstances. Whether you are a home owner or renting, we may be able to offer you assistance.

## How we expect you to work

The RSPB has seven key competencies that are important to our organisation's success. We expect all employees to demonstrate the following behaviours in everything that they do:

#### Direction:

You ensure you have a clear direction and sense of common purpose that guides what you do and how you approach your work.

#### Energy:

You bring energy and urgency to the RSPB to motivate people to do the best they can.

#### Capability:

You build your own and other people's capabilities, directly and indirectly.

#### Relationships:



You communicate effectively and build productive internal and external relationships

**Change:**

You support continuous improvement and change and constantly look for way to do things better.

**Advocacy:**

You act as an advocate for the RSPB.

**Performance:**

You get things done achieve ambitious goals and the RSPB's aims.



## Environmental Statement

We have a role to play in protecting our environment by being as 'green' as possible. As a conservation organisation, we know a healthy environment is critical for nature and that we need to lead by example. Through our environmental management system (EMAS), we have an Environmental Policy, objectives and targets which prioritises where we can do most. All staff members are asked to respect and adhere to our green principles

## Equality and Diversity at the RSPB

The RSPB is part of a global network that incorporates a diversity of traditions and cultures, and which represents different inheritances, backgrounds, influences, perspectives and experiences. A better understanding of people's differences will help us to appreciate and value everyone's contribution, and recognise that we are all an integral and invaluable part of the RSPB.

Everyone has the right to be treated with consideration and respect. The RSPB is committed to achieving a truly inclusive environment for all, by developing better working relationships that release the full potential, creativity and productivity of each individual, and an atmosphere where everyone can learn, work and live free from prejudice, discrimination, harassment and violence.

The RSPB aims to ensure that all staff, volunteers, partners, clients, contractors, members and the general public are treated fairly. Unless it can be shown to be justified, this will be regardless of sex, sexual orientation, gender re-assignment, marital or civil partnership status, race (including colour, nationality, ethnicity, or national origin), disability, medical status, age, religion or belief, political opinion, social or economic status, or ex-offender status.

## Employment Checks

All offers of employment are made subject to the following criteria:

**Proof of eligibility to work in the UK, Satisfactory Employment Health Check, Two references satisfactory to the RSPB and where required a Satisfactory Criminal Records Bureau Check.**

Applications from candidates requiring a certificate of sponsorship under the UK points-based immigration system will not be considered if there are suitable candidates who do not require sponsorship. This is because employers need to demonstrate that they are unable to recruit a resident worker, before they can recruit a non-resident worker\*.

The resident worker rule does not prevent applicants requiring sponsorship from applying for our vacancies, but such applications should be made on the understanding that they can only be considered subject to the restrictions above.

For further information, please visit the Home Office UK Border Agency website.

*\*This rule does not apply to those applying for roles that require a bachelor, postgraduate degree or postgraduate certificate in education qualification. It is necessary for the qualification to be an essential requirement for the role and the applicant to prove that they possess such a qualification (or have completed a minimum of 12 months study in the UK towards a UK PhD), which is recognised in the UK.*