

## Project Support Officer – Communications and Marketing

### Background

Galloway & Southern Ayrshire UNESCO Biosphere is inviting applications for two Project Support Officer roles. These are full time, 12-month posts which pay the Real Living Wage and are suitable for early career applicants who are seeking work experience in a Third Sector organisation.

Whether it be a next step in exploring how your course of study applies to the real world, a chance to try out a new career path, or for the opportunity of meeting professionals currently working in your field of interest, the Biosphere's Project Support Officer roles provide a chance for you to be part of an organisation that is both local and global.

Our UNESCO Biosphere designation was awarded in 2012, recognising not only the unique landscapes and environments of Galloway and Southern Ayrshire but also the array of local opportunities for sustainable development. Over the last decade, the Biosphere has delivered a wide range of projects and initiatives with partners across southwest Scotland, covering wildlife conservation, business and enterprise, sustainable tourism, heritage projects, and environmental education. We have also grown a thriving network of Proud Supporters, Biosphere Communities and Biosphere-certified businesses, which together are striving to make life better for people and nature.

Biosphere officers work cooperatively covering three local authority areas – Dumfries & Galloway, East Ayrshire and South Ayrshire. Our lead officers specialise in three main workstreams:

**Land Use & Biodiversity** – supporting the wildlife and habitats of the Biosphere through engagement with land managers and members of the farming community, and by working with partner organisations to develop innovative, nature-friendly approaches to land use.

**Business Development & Marketing** – supporting sustainable enterprise by providing marketing support, hosting workshops and networking events, and by promoting the Biosphere across digital and print media as a world class destination for sustainable tourism.

**Community & Education** – working within communities to increase understanding of climate change and global Net Zero goals, to promote local identity, and to support the unique natural and cultural heritage of the Biosphere.

### The Role

We're looking for someone who is committed to the sustainability ethos of UNESCO Biospheres who will work alongside the Communications and Marketing Lead Officer to deliver the organisation's Communications Plan. You'll be supporting the activity of the whole Biosphere team through public engagement and profile raising, helping tell the stories of the Biosphere through print press, social media and other digital channels. You will have the opportunity to contribute to dynamic marketing partnerships including with high profile organisations such as VisitScotland and the South of Scotland Destination Alliance. You will also support the continuing development of the Biosphere's suite of promotional materials, including leaflets, reports, and outdoor interpretation.

We're looking for a confident, outgoing individual with a good understanding of what sustainability really means and the benefits it can bring to communities, environment and enterprise, and particularly the many varied ways in which this message can be transmitted to relevant audiences. You'll need to have a fundamental understanding of the challenges that rural businesses, land managers and communities face but also the attractions and opportunities that such locations can

provide, particularly in connection with sustainable tourism. You should have an interest and understanding of the natural and / or cultural heritage of southwest Scotland and want to find creative ways of bringing this alive to people of all ages, backgrounds and interests. We hope you'll also be aware of the international UNESCO Biosphere status that we have in the region. You will need to be able to work both on your own and as part of a team. Most importantly you'll be keen to learn and to develop your knowledge and skills through working alongside members of the Biosphere team.

Supervision and mentorship will be discussed as part of the interview process and agreed with the successful candidate.

## **Applications**

**Closing Date for Applications is Midday on Monday, 21<sup>st</sup> August 2023**

**Interviews will take place on: Wednesday, 30<sup>th</sup> August 2023**

Application forms must be completed although you are welcome to also submit a covering letter and CV.

All applications to be submitted electronically, as PDF documents.

Please save each file in the following

YourNameCommunicationsApplicationForm.pdf

YourNameCommunicationsCV.pdf

YourNameCommunicationsCoveringLetter.pdf

Application forms submitted to: [info@gsabiosphere.org.uk](mailto:info@gsabiosphere.org.uk)

For Further information or to discuss the role:

Tamara Fulcher

Communications and Marketing Lead Officer

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Tel. 07435 989 854

## JOB DESCRIPTION

<b>Post Title</b>	Project Support Officer – Communications & Marketing
<b>Base</b>	Kirroughtree
<b>Reporting to</b>	Business Development Lead Officer
<b>Responsible For</b>	N/A
<b>Gross Salary</b>	Real Living Wage - £21,255 per annum.
<b>Pension Contribution</b>	Employer contribution of 8% of salary
<b>Contract Period</b>	Fixed term for 12 months
<b>Contract Hours</b>	Full-time (37.5 hours per week) It may occasionally be necessary to attend meetings outwith normal working hours (for which time off in lieu will be given).

### Job Purpose

The post holder will be responsible to the Communications and Marketing Lead Officer and will support marketing and communications that raise the profile and understanding of the opportunities that the Galloway and Southern Ayrshire UNESCO Biosphere designation brings to businesses, communities and visitors.

### Principal Duties:

- Supporting the delivery of the UNESCO Biosphere's Communications plan
- Contributing to articles for print and digital press that raise the profile of the UNESCO Biosphere
- Production of content for social media channels, website and e-newsletter
- Contributing to the creative development of outdoor interpretation and marketing materials
- Supporting curation of the UNESCO Biosphere's digital assets (photos, videos, promotional materials, etc)
- Supporting national and international destination marketing campaigns including Scotland's UNESCO Trail
- Public engagement including attendance at community events
- Communications and marketing related to income generation opportunities
- Participating in national and international networking with other UNESCO Biospheres

Your contractual place of work will be at Kirroughtree and you will be expected to work from this office for at least one day each week. We operate agile working so other work locations will vary and are likely to include attending events and meetings, hot desking and working with colleagues at various locations throughout the Biosphere area. You should expect to be working away from your contractual home base for a proportion of the week, although this may vary week by week depending on circumstances.

You will need a driving license and access to a vehicle.

*No Job Description can be entirely comprehensive and the post holder will be expected to carry out other duties from time to time that are commensurate with the above responsibilities and determined by the Partnership Board.*

# Project Support Officer – Communications and Marketing

## Person Specification

Requirements	E	D	Requirements	E	D
<i>Essential (E) or Desirable (D)</i>			<i>Essential (E) or Desirable (D)</i>		
<b>1. Education and Training</b>	Score		<b>4. Knowledge</b>	Score	
<ul style="list-style-type: none"> <li>Degree level qualification</li> <li>Ongoing commitment to CPD</li> </ul>	E	D	<ul style="list-style-type: none"> <li>Microsoft Office</li> <li>Social media channels</li> <li>Scottish Tourism</li> <li>Sustainability Issues</li> <li>Third Sector organisations</li> <li>An understanding of current issues facing rural communities inc. economic, social and cultural issues.</li> </ul>		D D D D
<b>2. Experience</b>	Score		<b>5. Personality Factors</b>	Score	
<ul style="list-style-type: none"> <li>Development and delivery of Marketing projects</li> <li>Content creation for social media platforms</li> <li>Working to deadlines</li> </ul>	E	D D	<ul style="list-style-type: none"> <li>Confident and outgoing</li> <li>Team player</li> <li>Reliable</li> <li>Self-motivated</li> <li>Attention to detail</li> <li>A commitment to sustainability</li> </ul>	E E E E E	
<b>3 Skills and Abilities</b>	Score		<b>6. Other Requirements</b>	Score	
<ul style="list-style-type: none"> <li>Microsoft packages</li> <li>Good written communication skills</li> <li>Record keeping/organisational skills</li> <li>Good verbal communication</li> <li>Good customer relationship skills</li> <li>Able to work collaboratively with others</li> </ul>	E E E E E E		<ul style="list-style-type: none"> <li>Flexible approach to work duties</li> <li>Works well independently and as part of a team</li> <li>Driving licence &amp; willing to drive</li> </ul>	E E E	