

Public relations manager (part-time)

Job description, person specification and application details

Job title:	Public relations manager
Reports to:	Director, Creative Carbon Scotland
Salary:	£18,786pa (£31,310pa pro rated to 0.6FTE) , plus a contribution to a personal pension of 3% of salary. Alternatively, we are open to considering a freelance contract by negotiation.
Start date:	As soon as possible for a fixed term to 31st March 2022, with potential extension depending on funding.

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Background

Creative Carbon Scotland (CCS) is a charity working with individuals, cultural organisations and non-cultural organisations working on both carbon emissions reduction and climate change adaptation to forge a sustainable, equitable, climate-adapted Scotland. Our founding partners are Edinburgh Festivals, the Federation of Scottish Theatre, and the Scottish Contemporary Art Network.

We believe that the arts and culture have an essential role in achieving the transformational change to a sustainable future.

Our vision is of a Scotland where this role is fully recognised, developed, and utilised by both the cultural world and others interested in sustainability. Where:

- Scotland has become a zero-carbon society well adapted to the climate-changed environment.
- Scotland has used the transition to this zero-carbon, climate-changed future to create a fairer, more equitable society.
- This transition is seen as cultural as well as economic, scientific and technological.

Our mission is therefore to connect the arts and culture with others working towards this transition and a fairer, more equitable society.

About the role

CCS is a small charity whose expertise, skills and knowledge are very much in demand by both the cultural sector and, increasingly, by policy- and change-makers tackling the climate emergency. We believe this will continue in the run-up to, during and following COP26 in Glasgow. Thus, we are looking for a new colleague who can strengthen our position as a change agent in both the cultural and climate change worlds and respond effectively to additional public relations opportunities at this time of great focus on climate change. A full job description and person specification are shown below. Knowledge of Scotland's cultural and/or sustainability sectors is desirable but not essential.

This post is offered on a part-time, fixed-term basis in the first instance (0.6FTE i.e., 22.5 hours per week until 31st March 2022); if funding permits the hours may be increased and/or the term extended. Alternatively, we are willing to consider a freelance contract for a suitable candidate, by negotiation.

NB: due to the fixed-term nature of the role and Creative Carbon Scotland's circumstances, this opportunity is only open to those who already have the right to work in the UK.

Application process

We want to increase the diversity of our CCS team so that people with a range of views and experiences contribute to our thinking. We welcome applications from everyone with suitable skills and experience and we will make reasonable adjustments where necessary to enable people with particular needs or requirements to interview for this role. To avoid unconscious bias in our recruitment process we will remove your personal data from your application before we pass it to our recruitment panel.

Please study the **job description** and **person specification** closely and ensure that in your application you demonstrate clearly how your skills and experience mean that you meet the person specification and fulfil the needs of the role.

Accessibility

Applications will only be accepted via the [application form on our website](#) unless alternative arrangements are made. If you wish to make alternative arrangements or have any problems in using the site (for example, if you are experiencing digital exclusion or have specific accessibility requirements), please write to gemma.lawrence@creativecarbonscotland.com or phone/text 07533 832467 to seek assistance in good time before the closing date of 11:59pm BST on Sunday 5th September. Your interactions with us on accessibility will remain confidential and will not be shared with the recruitment panel.

Interviews

Shortlisted candidates will be contacted by email by Friday 10th September to invite them to an interview in the week commencing Monday 13th September. Interviews will take place on Microsoft Teams and last around an hour, including 15 minutes to complete a written exercise. The interview panel will comprise the CCS communications manager, and a CCS board member.

Equalities

Creative Carbon Scotland promotes a diverse and inclusive working environment. We welcome applications from everyone with suitable skills and experience and we will make reasonable adjustments where necessary to enable people with particular needs or requirements to work with us. Our Equalities policy and Safe Working Statement are both [available on our website](#).

Please complete our [Equal Opportunities Monitoring Survey](#) and confirm that you have done so in your application form – the survey is anonymous, and the information provided will not affect your application in any way.

Data protection

We will only use the personal data you provide in your application for the purpose of completing this recruitment process. All records created during the course of this process will be permanently deleted once the appointee is under contract. For more information on how we handle your data, take a look at our [Information Security and Data Protection Policy](#).

Summary

We are looking forward to finding out how you see yourself strengthening CCS's position in the cultural and climate worlds and contributing to our team.

1. Read the job description and person specification carefully
2. Complete the online application form
3. Complete the separate anonymous online Equal Opportunities Monitoring Survey

Once you submit your application through the online form you will receive an automated acknowledgement of receipt. After an appointment has been made and accepted, we will write to every applicant to update them and offer feedback.

Closing date:	11:59pm BST on Sunday 5 th September
Invitation to interview:	Issued to those on the shortlist by noon on Friday 10 th September via email
Interviews:	Virtually via MS Teams, week commencing Monday 13 th September, including a 15-minute written exercise
Feedback:	Offered to all applicants via email by the end of September

Job description

Job title: Public relations manager
Reports to: Director, Creative Carbon Scotland
Salary: **£18,786pa (£31,310pa pro rata for 0.6FTE)**, plus a contribution to a personal pension of 3% of salary. Alternatively, we are open to considering a freelance contract by negotiation.

Responsible for: Any freelancers or contractors, as appropriate

Hours: This is a part-time post at 0.6FTE. This means a 22.5-hour week with a degree of flexibility on both sides, as some evening and weekend work may be required and busy periods may call for extra

hours, with time taken off in lieu during quieter periods. Alternatively, if you wish to undertake the role on a freelance basis, outputs must be delivered in the agreed timeframe.

Flexible working and job sharing: Creative Carbon Scotland welcomes proposals for flexible working or job share, subject to the needs of the role being satisfactorily fulfilled.

Holidays: 20 days plus 10 public holidays per year (pro-rated to 0.6FTE for the period to 31st March 2022) to be taken at times agreed with the line manager. Paid holidays will not be part of a freelance contract.

Place of work: Nominally based at City Chambers, High Street, Edinburgh, but home working is necessary for the period to 31st March 2022 due to the COVID-19 pandemic. The postholder will be expected to make full use of Microsoft Teams to meet (virtually) with their line manager and the rest of the CCS team as necessary. Face-to-face meetings can be arranged as long as government guidelines are met, and only if all participants feel comfortable doing so. Should the term of the contract be extended (see below), or we move into office premises sooner than 31st March 2022, the postholder will be expected to work in the office on an agreed number of days/week. Some travel throughout Scotland or the wider UK may be required. However, any travel that may seem necessary will take account of the post-holder's acceptable risk level for COVID-19.

Contract and notice period: This is a fixed-term post to 31st March 2022; a freelance contractor will be expected to deliver outputs within the same timeframe. A probationary/review period will apply, following successful completion of which the full fixed-term contract will be confirmed. If funding allows, the term of the post may be extended beyond March 2022.

Equipment: CCS is a BYOD organisation. However, a laptop and mobile phone will be provided if required. Further equipment can be provided to ensure that the postholder's home workstation meets our wellbeing, health and safety policies. The postholder may claim a heating and lighting allowance (£26 per month, pro-rated) from CCS because of the requirement to work from home.

Main purpose of job:

To manage the organisation's external media communications and public relations activities in order to strengthen our reputation and position us a change agent in both the cultural and climate change worlds.

Main tasks:

- Be the first contact for all proactive and reactive media work locally, nationally and internationally, to raise awareness of Creative Carbon Scotland's work and the importance of the cultural sector's contribution to tackling climate change (70%)
- Support and contribute to other communications activities in liaison with the communications manager, general manager and other CCS colleagues e.g., social media, website, fundraising (20%)
- Contribute to CCS team initiatives and discussions (10%)

Responsibilities:

1. Managing the organisation's PR activities (70%) by:

- a) identifying media opportunities and proactively developing pitches to tell Creative Carbon Scotland's story
 - b) writing and distributing press releases, articles, case studies and other corporate messaging
 - c) handling incoming media enquiries
 - d) developing relationships with local, regional, national, and specialist media representatives
 - e) developing a short-term PR plan for the organisation, incorporating activity around COP26 in Glasgow in November (with a view to extending that plan post-COP26 and through 2022, funding-dependent)
 - f) developing a public relations handbook for use by CCS colleagues when necessary
 - g) media monitoring and evaluation
 - h) advising and supporting colleagues on media angles and PR opportunities for their area of work
 - i) advising and supporting colleagues when they're invited to speak at conferences etc. (virtually and in person), including subediting and proofreading papers/speeches
 - j) working with third party contractors (e.g., graphic designers, photographers/videographers, freelancers) as necessary
 - k) in all of the above, working within the relevant media budget and adhering to the Creative Carbon Scotland style guide.
2. Supporting the PCC Programme Lead and Communications Manager (20%) by:
- a) supporting Transformation of Culture and culture/SHIFT events and contributing to event management
 - b) contributing to funding applications
 - c) contributing to annual, funding, and media and event reporting
 - d) supporting delivery of the organisational and communications plans
3. Participating in CCS team initiatives and discussions, and other duties as required including ensuring that our Equalities, Diversity and Inclusion Action Plan is considered and acted upon in all the above areas (10%)

Person specification

Essential characteristics

1. At least three years' experience in a public relations or media relations role
2. Good knowledge of the Scottish media landscape
3. Excellent interpersonal, presentation, oral and written communication skills (UK English)
4. Ability to establish rapport and communicate effectively with media and other external representatives
5. Established relationships and/or knowledge of media representatives
6. An interest in and knowledge of the climate emergency and Scotland's response to this
7. Excellent knowledge of the Microsoft Office suite, particularly Word
8. High level of IT literacy, including experience of Sharepoint, Zoom,
9. Flexible and proactive with the ability to prioritise effectively to meet deadlines and remain calm under pressure
10. A high level of transferable skills, including attention to detail, accuracy, problem solving, and time management
11. Flair and imagination

Desirable characteristics

1. Photography/videography/podcasting skills, including editing and captioning software
2. Design skills i.e. using Canva or similar
3. An interest in and knowledge of Scotland's cultural sector
4. An interest in and knowledge of climate justice as a focus for tackling the climate emergency