



**COAST Job Application Pack**

# **Education and Communications Manager (Maternity Cover)**



**THE COMMUNITY OF ARRAN SEABED TRUST (COAST) is a Company Limited by Guarantee**  
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A Charity Registered in Scotland SC042088  
[www.arrancoast.com](http://www.arrancoast.com)

Nature of Scotland Award Winners 2014  
Goldman Environmental Prize 2015  
Spirit of the Community Environment Winners 2017  
United Nations Biological Diversity 'Outstanding Example' 2021

## JOB ADVERT

### **Education and Communications Manager (Maternity Cover)**

Do you have the skills to lead the Outreach and Communications for Arran's acclaimed community-based marine conservation group? A rare and exciting opportunity has arisen within COAST to take the helm of our education and outreach work whilst delivering high-end communications.

### **Community of Arran Seabed Trust (COAST)**

Based on the Isle of Arran, COAST is a multi-award-winning marine conservation group restoring the health and diversity of Arran's inshore waters. Embedded in and driven by our island community we established Scotland's first and only community-led No Take Zone in 2008 and the South Arran Marine Protected Area in 2016, before opening the COAST Discovery Centre in 2018.

COAST is a small organisation with an enthusiastic staff and volunteer team committed to the full realisation of the environmental, social and economic potential of our MPA and the progressive development of Clyde marine management. The COAST Discovery Centre is a vital asset to help us achieve our goals, providing a unique opportunity for the public to connect to our seas and discover how they can make a difference to marine conservation.

### **The job**

This exciting role leads the education, outreach and communications strategy for our internationally renowned charity. You will provide responsive, adaptive and effective support to all sections of the charity, ensuring awareness of all of COAST's work is widely recognised and supported.

Leading the Outreach and Communications Team, you will ensure everyone who interacts with COAST is inspired and mobilised to connect with marine conservation. You will ensure all stakeholders and visitors have an exceptional experience with COAST, whether face-to-face or via alternative communications.

### **The person**

The successful candidate will have a background in marine biology, with demonstrated experience of communicating in a friendly and enthusiastic manner to a broad demographic of individuals. You will have excellent communication, customer service and interpersonal skills, and a demonstrable proficiency in IT. You must have the ability to work effectively with others whilst being self-motivated in a fast-moving, reactive and challenging business organisation.

### **To apply**

To apply, a **full CV with a covering letter** detailing how you meet our requirements should be sent to Jenny Crockett via email at: [recruitment@arrancoast.com](mailto:recruitment@arrancoast.com) **by 5pm on 12<sup>th</sup> August 2022**. If you would like to discuss this position with us informally, please email us at the same address.

## JOB DESCRIPTION

<b>JOB TITLE:</b>	Education & Communications Manager
<b>SALARY:</b>	£22,000 – £25,000
<b>REPORTS TO:</b>	Executive Director
<b>RESPONSIBLE FOR:</b>	Visitor Engagement and Admin Assistant; Volunteers.
<b>CONTRACT:</b>	Maternity Cover until end of July 2023
<b>LOCATION:</b>	Lamlash, Isle of Arran

## JOB OUTLINE

### Main responsibilities:

- Plan and deliver COAST's community outreach events including our youth and schools programme and summer visitor programme.
- Plan and deliver core communications consistent with COAST's strategic outcomes and our three pillars of Campaigns, Education and Research.
- Plan and deliver a year-round programme of events at the COAST Discovery Centre.
- Manage the budget for all communications and outreach activities.

## DUTIES & RESPONSIBILITIES

Specific duties include the following. Other tasks may be assigned in line with COAST's objectives and priorities.

### Community Outreach

- Co-ordinate talks to community groups around the island, and deliver as necessary.
- Plan and deliver COAST's annual outreach programme.
- Provide outreach to primary and secondary schools, Universities and community groups, on and off-island.
- Keep outreach and event recording activity and results up to date, and report at bi-monthly operational plan progress meetings with the Executive Director.

### Discovery Centre

- Develop and lead a year-round programme of effectively advertised, well attended, paid, donation-only and free events at the centre, including guest speakers, feeding sessions and school visits.
- Ensure signage both internally and externally on site is maintained to a high standard.
- Generate new content for the exhibition, to maintain COAST's key messages.
- Develop a plan for interpretation and engagement facilities for the outdoor space at the Discovery Centre in conjunction with relevant team members.
- Oversee the ordering and monitoring of shop stock, including procurement of new items.
- Manage and support the role of the Visitor Engagement and Admin Assistant.
- Manage the Front of House Volunteer Team at the Centre, ensuring appropriate training is received.
- Lead on recruitment of Spring and Summer Marine Engagement Volunteers, and manage when in post.

### Communications

- Propose, plan and deliver a dynamic communications and media strategy, outsourcing work when appropriate.
- Increase the organisation's profile across all media channels, and with influencers and organisations and manage reactive media and social media enquiries.
- Communicate across a broad-range of partner organisations and contractors to ensure a cohesive outward message.
- Support campaign, research, education and community outreach activities through timely communications; including production of a quarterly newsletter.
- Design, prepare and produce internal and external printed and digital publications, outsourcing as appropriate.

- Develop the COAST brand and related marketing.
- Answer all enquiries and promote COAST’s work in a confident, inspirational and motivational way. Prepare presentations and deliver these on Arran and off-island.
- Contribute to and assist in the coordination of campaigns including the use of social media.
- Maintain COAST’s website with up-to-date content, including articles, news, research and photographs.
- Keep communications activity recording up to date.

**Community, visitor and business engagement**

- Develop and implement a year-round community engagement programme, both from the Discovery Centre and further afield.
- Create, distribute and maintain COAST’s physical interpretation materials on the island and online.
- Coordinate and liaise with external design and visitor centre consultants as required.

**Videos and photography**

- Develop video and photographic material in support of COAST’s objectives.
- Manage COAST’s photographic and video archive.
- Place and manage COAST photographs and video materials with distributors and media channels to maximise income.

**Office**

- Maintain adequate stocks of all necessary materials and equipment relevant to the position.

**Finance and purchasing**

- Handle all purchases appropriate for the position and consistent with COAST’s procurement policy.
- Manage income and expenditure against delegated budget.
- Identify complementary funding opportunities and means of strengthening the work and assist with content for funding applications as necessary working with the Funding and Centre Manager and Executive Director.
- Outsource items of work within budgetary constraints.

**Events, meetings and operations**

- Assist with the administration and support for events, meetings and community engagement consultations.
- Take notes at meetings and draft minutes as required.
- Provide support to all of COAST’s operations and activities as required.

**PERSON SPECIFICATION**

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Fluent in English.</li> <li>• High level of IT literacy, including proven proficiency in Microsoft packages.</li> <li>• Excellent oral and written communication skills.</li> <li>• Ability to plan, organise and prioritise workload.</li> </ul>	<ul style="list-style-type: none"> <li>• UK Driving Licence.</li> <li>• First Aid Certificate</li> <li>• Understanding of website management and video editing software.</li> <li>• Snorkel experience</li> </ul>
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>• Relevant degree or equivalent qualification or experience.</li> <li>• Demonstrable knowledge of Scotland’s marine environment and current conservation issues.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of the community sector and/or community-based conservation projects.</li> <li>• Experience of environmental campaigning.</li> </ul>

	<ul style="list-style-type: none"> <li>• Experience of delivering events, both virtual and in-person.</li> <li>• Demonstrable understanding of social media.</li> <li>• Experience of community engagement.</li> <li>• Experience of developing, training and leading individuals.</li> <li>• Experience of creating and developing education packages for all ages.</li> <li>• Proven ability to communicate with wide range of groups.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working with community-based organisations.</li> <li>• Experience liaising with various media platforms.</li> <li>• Knowledge of the Scottish fishing industry.</li> </ul>
<b>Behavioural Qualities</b>	<ul style="list-style-type: none"> <li>• Detail oriented.</li> <li>• Highly organised and able to adapt to a fast-moving and reactive work environment.</li> <li>• Capable of dealing with challenges in a constructive manner.</li> <li>• Initiative – ability to deal with queries in the absence of other staff and take appropriate action; ability to work independently.</li> <li>• Genuine passion for inspiring the next generation of marine conservationists.</li> </ul>	

## TERMS OF EMPLOYMENT

Outline details of the terms of employment are set out below:

- *Contract Type.* Maternity Cover until end of July 2023.
- *Probation Period.* There will be a one month probation period
- *Annual Leave.* 20 days holiday plus 6 flexible public and 4 set public holidays per annum, pro rata.
- *Hours of Work.* 37.5 hours per week; this may include some weekends and evenings.
- *Location.* Lamlash, COAST office, Isle of Arran. The candidate will be expected to be resident on Arran or to move to Arran.
- *Training.* Training will be provided as appropriate to the position.
- *Expenses.* Approved expenses will be reimbursed each month.
- *Disclosure.* The position holder is required to complete a Disclosure Scotland check.

**COAST, 12<sup>th</sup> July 2022**