

Communications and Design Coordinator Communications and Engagement Team



Cairngorms
National Park Authority
Ùghdarras Pàirc Nàiseanta
Mhonaidh Ruaidh

Fixed term for 12 months, 35 hours pw, Band C

Purpose:

The Communications and Design Coordinator will play a key role in creating and delivering engaging and inspiring content across the Cairngorms National Park outputs, with an emphasis on offline delivery. Working closely with colleagues, partners, external designers and contractors across the National Park, this post will be vital in the effective and high-quality delivery of all our published materials, including *Cairn* magazine, leaflets, interpretation panels and event materials. They will also support others from local businesses and partner organisations to bring the National Park brand to life, in line with the brand charter and guidelines.

The role requires someone with a real attention to detail and keen eye for design, as well as broader skills in writing, editing and storytelling.

Responsibilities:

- Deliver an annual production schedule of print materials and publications, managing individual design projects from inception to completion within agreed brand guidelines.
- Work with colleagues and partners across the organisation to draft content for multiple purposes, playing a lead role in sourcing materials, selecting images, editing content and proofreading across a range of outputs.
- Take on day to day management of the organisational image library, with support from colleagues, proactively identifying gaps in the library and spotting opportunities to fill these. Working with photographers and videographers in response to organisational need, supporting and coordinating on site photo / video shoots as needed.
- Proactively identify opportunities for content to be used in multiple places for maximum impact across National Park platforms, including *Cairn* magazine, media and publications.
- Act as the visual design lead within the comms team, providing advice and insight across the organisation and ensuring that materials distributed are in line with brand and style guidelines and accessibility standards. Identify opportunities for training and upskilling to embed understanding and consistency across the organisation.
- Work closely with colleagues in the Visitor Services team and partners to deliver visitor facing and access related materials. Ensure adequate stocks of printed materials and up to date online resources that meet the needs of Local Information Centres and communities, as well as monitoring the condition of existing interpretation panels with a view to coordinating upkeep and a rolling schedule of updates.

General:

- Contribute to the work of the Communications and Engagement team and the Park Authority as a whole ensuring compliance with financial procedures.
- Contribute to the delivery of the National Park Partnership Plan, the Gaelic Language Plan, the Active Cairngorms Action Plan, and other strategic plans as required

- Embrace the organisation's culture and ensure that all behaviours align with the principles of passion and dedication, community, pioneering and inspiring leadership; as well as complying with the Health and Safety strategy.
- Conduct other work as necessary. All post holders are required to be flexible with regards their job description so that the organisation can adapt to new opportunities and priorities over time.

Person specification: knowledge, experience and training

Essential:

- Experience working in a communications, marketing, public relations or publishing environment.
- Experience of managing print, interpretation and design projects from end to end.
- Experience of liaising with and maintaining positive relationships with suppliers, particularly photographers, designers and printers.
- Strong writing skills with a demonstrable ability to adapt approach based on audience and platform to deliver high quality, engaging outputs.
- Excellent attention to detail, including proofreading, copywriting and copy editing.
- Strong communication skills, both presentation and written.
- Good team player.
- Initiative and drive to develop the role, and ability to take a test and learn approach.
- Computer and IT literate.
- Permission to work in the UK.
- Full UK driving licence, or access to a driver if disability prevents driving.

Desirable:

- Knowledge of (and passion for) key communications issues relating to the Cairngorms National Park.
- Degree or equivalent qualification in marketing, publishing, design or related discipline.
- Awareness of the pressures and constraints of work in the public sector.
- Gaelic language speaker.
- Knowledge of and appreciation for Scots, Doric and / or Gaelic languages