



New to Nature Placement

Communications Assistant

CLOSING DATE: 12.00pm on Wednesday 17th May 2023

Scottish Seabird Centre | Charity Registration number SC025837

The Harbour, North Berwick, EH39 4SS

01620 890202 | info@seabird.org

www.seabird.org



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ABOUT NEW TO NATURE

Thank you for your interest in this New to Nature placement.

New to Nature is an exciting programme of paid work placements in nature-focused roles. This is one of 70 roles that will be created across the UK to encourage new and diverse talent into the Natural Environment sector.

We're particularly interested in receiving applications from young people (aged 18-25) who are from ethnically diverse backgrounds, who are living with a disability or are from low-income households.

You'll get paid a good wage from a placement that helps the environment, learn loads of skills to boost your CV and get access to an Employment Coach to help you plan your future career. There'll also be opportunities to learn about potential careers in the natural environment, and (should you wish to) connect with the other young people working in New to Nature roles across the country.

This is a unique opportunity to try something new, and to take a first step on a career path where you can make a real difference. The natural environment needs you!

We hope you will join us on this exciting journey!



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ABOUT SCOTTISH SEABIRD CENTRE

For over 20 years the Scottish Seabird Centre has been helping people to learn about Scotland's marine wildlife, habitats and iconic seabirds. We're based in North Berwick, which is a coastal town on the edge of the Firth of Forth. This gives us unparalleled access to amazing coastal seascapes and underwater environments. These include the Bass Rock, an island which supports the world's largest colony of Northern gannets.

We use the resources in our 5-star visitor experience and our education and outreach programmes to help people have a fun and informative experience of the marine wildlife and habitats in the local area and around Scotland. These resources include our interactive, live camera feeds from nearby islands, a range of interactive science exhibits, STEM (science, technology, engineering and mathematics) workshops for schools, wildlife and school holiday clubs, popular live science shows and 'Meet the Scientist' events. We also offer wildlife experience boat trips, with local private operators, that help people get up closer to nature.

Our marketing and communications team raise awareness of our charity's activities and promote our events to our membership and interested stakeholders, to our volunteer supporters, and to 160,000 visitors to our Centre. The team are responsible for maintaining a rolling content plan promoting the work undertaken through our conservation, education, community and experience-based activities. This involves securing content (text, pictures and videos) for use in digital or print channels and co-ordinating responses to press and media interests.

You can find out more about the Scottish Seabird Centre on our website: www.seabird.org, and read more about the conservation work you will be contributing to as part of this role here: <https://www.seabird.org/projects>.

Benefits of working with us:

- ✓ Flexible working.
- ✓ Holiday Entitlement of 28 days (inclusive of Bank Holidays).
- ✓ Pension available.
- ✓ Training and support provided.
- ✓ Free access to a range of Scottish visitor attractions with an Association of Scottish Visitor Attractions card.
- ✓ 20% discount in our shop/café and a 10% discount on our boat trips.
- ✓ Free entry to the Discovery Experience, for you and family members (restrictions on numbers apply).



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RECRUITMENT PROCESS

APPLICATION

You can apply for this placement via the following link:

www.surveymonkey.co.uk/r/NTNPlacementApplication22

This is hosted by Groundwork UK who will check the suitability of applicants, before passing the application on to the placement organisation, who will shortlist applicants to an informal interview process.

Please ensure you carefully select the correct role from the drop-down list, to ensure your details are passed to the correct placement organisation.

If you have any questions about the application form, contact Groundwork UK at:

newtonature@groundwork.org.uk

INTERVIEWS

We will contact you to let you know whether you have been shortlisted for interview.

We expect to conduct interviews in person **at the start of the week beginning 29th May 2023**. Online interviews will be considered on request.

If you have any questions about the role or interview process, please contact us at:

info@seabird.org



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PLACEMENT DESCRIPTION

Placement title:	Communications Assistant
Organisation:	Scottish Seabird Centre
Contract type:	12 Months, Fixed term
Number of hours per week:	35 hours per week. Will consider part time role as a reasonable adjustment.
Working pattern:	Monday – Friday, 9am-5pm The option of 1-2 home working days each week might be possible, after the induction period is satisfactorily complete. Occasional weekend and evening working may be required.
Hourly rate of pay:	£10.90
Responsible to:	Marketing Manager
Location:	Scottish Seabird Centre, The Harbour, North Berwick, EH39 4SS
Accessible by public transport:	Good bus and train links to Edinburgh, Musselburgh, Wallyford, Prestonpans, Longniddry, Drem. Some (less frequent) bus connections to Haddington and Dunbar.
Anticipated Start Date:	Monday 17th July 2023

ROLE DESCRIPTION

As our Communications Assistant, you will support the activities led by our Marketing and Communications Team, ensuring that these help us to inspire and educate people about Scotland's marine environment. We weave facts and information about Scotland's amazing marine and coastal habitats into our communications and use storytelling, activities and events that help people learn more about how vitally important our seas are and what people can do to help protect them. From our internationally important breeding seabird colonies to deep sea corals, we work hard to help people to connect with, appreciate and benefit from nature.

Our team will advise and support you with using the Scottish Seabird Centre's brand values and guidelines and our rolling plan of content. You will also undertake relevant



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admin tasks including maintaining digital resources and communication lists and dealing with customers enquiries.

With our support, coaching and training, we will help you to:

- Source and prepare compelling, accurate and engaging content to use across our digital channels both directly and with other team members (e.g. blogs, web stories, newsletter content and social media content, graphics, topical videos and other promotional materials).
- Produce and proof posters and digital materials to effectively market our events and activities.
- Help maintain our Content Calendar, proofread material and contribute your own ideas for content.
- Assist team members with the design, editing and promotion of our educational resources including PowerPoint presentations, “Dive In” educational packs and STEM workshop resources.
- Help support the preparation of our annual staff, membership and volunteer surveys and the development of recommendations from these.
- Support the monitoring of social media accounts to gain insights that will help us target audiences and tailor our messages more effectively through different channels.
- Contribute to the management of our image library ensuring that content is appropriately tagged and credited for use and help select appropriate media for Charity reports, including our 6 monthly impact report.
- Support the wider team to deliver our education, outreach, events and 5* visitor experience.
- Work in line with current employ policies and procedures, including Health & Safety.

PERSON SPECIFICATION

- ✓ A passion for communications, particularly telling stories about our marine wildlife and habitats and what visitors are able to see and do in a clear and accessible way.
- ✓ A confident communicator, able to inspire people through both spoken and written communication methods.
- ✓ Some existing knowledge of the social media channels that can be used for communicating messages to different audiences.
- ✓ An eye for design, some familiarity with graphic packages such as Canva (although plenty of time and support will be provided to build your confidence in this area) and strong attention to detail.
- ✓ Good at engaging with people, building an effective relationship that leads to good quality, co-produced content on time.
- ✓ An interest in supporting events which are run by, or held at, the Scottish Seabird Centre.



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- ✓ Is organised and able to meet deadlines or to adapt plans flexibly to respond to changing needs.
- ✓ Is eager to work hard, learn from others and develop new skills.

SUPPORT AND TRAINING OPPORTUNITIES

This placement is part of the national programme - New to Nature - funded by the National Lottery Heritage Fund. This programme includes additional elements of training and personal development support provided by Groundwork UK and partners, as well as on the job training and support from the Scottish Seabird Centre.

Each trainee will complete an in-depth induction programme with input from New to Nature partners, along with tailored advice and guidance from a Groundwork Employment Coach at key points during the placement. This may include identifying skills and training opportunities or help with your CV and job search skills.

The Scottish Seabird Centre will also be providing support and training for participants, including: induction to our brand guidelines and tone of voice, simple graphic design tools, in-house training with our visitor experience and education team, training on the use of our website content management system and opportunities to learn more about Scotland's amazing wildlife. Other training opportunities will be agreed with your manager during your induction, depending on your existing experience.

All New to Nature trainees will be invited to participate in a learning Network. This will create opportunities to take part in different talks, workshops and discussions focused on the environment sector, hosted by Groundwork and our partners.



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