Soil Association Job Description

Job title	Communications Officer (Food for Life Scotland)
Reports to	Communications Manager (Food for Life Scotland)
Location	Edinburgh (Hybrid working with occasional travel across Scotland and to Bristol)
Department	Healthy and Sustainable Food Soil Association Scotland
Key relationships	Communications Manager Data and Evaluation Manager Food for Life Scotland Team Wider Soil Association Communications Team
Job Purpose	The Communications Officer will help strengthen and extend the profile, reach and engagement of the Food for Life Scotland (FFLS) programme with stakeholders, funders, partners and the wider public.
Job Summary	To support the Food for Life Scotland team's strategic objectives and communications objectives delivery through compelling storytelling, content creation, media relations, digital communications, stakeholder engagement and integrated campaign delivery.
Key responsibilities	- Support the planning and delivery of FFLS's integrated communications strategies and campaigns. This will include supporting activity across: • Media and press • Events and campaigns • Marketing and resources • Social media and digital • Planning and reporting - Produce compelling, accessible and engaging content across digital, social, press, print and video channels. - Manage and develop social media channels to increase audience engagement and reach.

	- Create multimedia content including graphics, photography, video and audio as needed. - Manage the development and delivery of a monthly e-newsletter. - Support the creation and maintenance of website content. - Support the development and delivery of programme materials and reports. - Support engagement with partners and stakeholders through tailored communications and content. - Support the coordination of communications events and photo calls where required. - Build relationships with communication teams of key partners and stakeholders (local authorities, suppliers, and industry bodies) to collaborate on content roll out. - Ensure all communications reflect the charity's brand, tone of voice and values. - Complete data governance and administrative tasks in support of the communications function. - Work alongside the Data and Evaluation Manager on monitoring, evaluation and reporting of communications work, using insights to provide funder feedback and to improve communications activity.
Qualifications	We consider qualifications by experience to be as relevant as any formal qualifications. Candidates are welcome to demonstrate their ability to match the person specification by expanding on how their experience, training and/or qualifications might have provided them with the knowledge or skills required for the role. Successful candidates will be appointed on merit.
Knowledge and experience	**Essential** • Extensive experience of delivering effective integrated communications

	plans. • Track record of effective partnership working. • Significant experience of managing social media channels, particularly LinkedIn. • Significant experience of creating rich content for digital communications and social media. • Extensive experience of using Canva. • Extensive experience of using Google Analytics and creating insightful reports. • Extensive experience using CMS platforms, email marketing systems and CRM databases. Desirable • Experience in supporting event management. • Knowledge of brand management principles. • Understanding of SEO, social search optimization and digital marketing principles. • Working knowledge of Adobe Creative Cloud suite. • Knowledge of the food policy landscape and issues which Soil Association Scotland promotes including healthy and sustainable food and public sector food procurement/catering. • Knowledge of video production. • Understanding of AI tools and their application with communications functions, including associated risks and ethical considerations.
Personal qualities and skills	Qualities • A positive and collaborative team player – able to work and communicate well across different teams with competing priorities. • Ability to work on own initiative, under pressure, meeting deadlines. • Flexible and adaptable. • Highly motivated, organised and able to prioritise. • Empathy with the aims and objectives of the Soil Association. Skills • Excellent verbal and written communication skills. • Strong copywriting, editing and proofreading skills. • Strong organisational skills with the ability to manage multiple priorities.

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	• Excellent judgement and attention to detail. • Proficiency in Microsoft 365 applications.
Contract type	Fixed term to end March 2027
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Hours of work	28 hours per week, 0.8 FTE
Probationary period	6 months
Notice period	1 month
Holidays	27 days per annum plus bank holidays, increasing with length of service, pro rata
Produced by	Rachel Berry
Date	August 2026