



APRS
The Association for the
Protection of Rural Scotland

Job Description:

Social Media and Events Officer – ‘Have you Got the Bottle?’ Campaign

APRS’s ‘Have You Got the Bottle?’ campaign has been advocating for a deposit return scheme (DRS) since 2014. Our work has ensured that a DRS for glass and plastic bottles and metal cans is due to be introduced in August 2023 but we are not over the line yet. We still have work in raising awareness of the new scheme, communicating public support to decision-makers and ensuring that the scheme fulfils its potential.

We are seeking an enthusiastic communicator to join our small friendly team who can take the lead on social media and website communications: building audiences, increasing interaction and impact, creating content and helping to shape how APRS communicates to new audiences. Over the next year we will be planning several events designed to engage people, make an impact in the media and support the ‘Have you Got the Bottle?’ Campaign. This role will support the APRS team in planning and delivering these events.

The role would suit someone who is passionate about movement building and the role events and social media can have in creating change, can create a buzz through communications and who enjoys bringing people together and working in a team.

Salary: £27,000 per annum (pro rata)

Location: Based at our Edinburgh Offices but with the option of hybrid working

Line Manager: APRS Education and Public Engagement Manager

Hours/duration: This is a 12 month fixed term role, working three or four days (of a 35 hour full time week) per week. This post will require occasional work out of hours, including weekends, for which time off in lieu will be granted.

Other: You will receive 25 days annual leave plus 10 days statutory holidays (pro rata). APRS operates a pension plan with NEST. Everyone in the office works part time and we have a flexitime policy. We are legally required only to employ candidates with the right to work in the UK.

How to apply: Send your CV along with a cover letter (max. 500 words) outlining how your experience and skills meet the essential and desirable criteria to our Education and Public Engagement Manager Jo McFarlane – education@aprs.scot
Save your cv and letter [*your name*] cv and [*your name*] letter

Closing date for applications: 5pm Wednesday 15th February 2023

Interview date: Thursday 23rd February (in our offices at Dolphin House, Hunter Square, Edinburgh EH1 1QW with the option to request an online interview)

Scottish Charity Number SC016139; a Scottish Charitable Company limited by guarantee, registered no 154563



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Scotland’s Countryside Charity

APRS (Association for the Protection of Rural
Scotland)

Dolphin House, 4 Hunter Square,
Edinburgh EH1 1QW 0131 225 7012



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Job Role:

Specific duties will include:

- To use our **social media** accounts to grow audiences, and achieve our aims for the 'Have you Got the Bottle' Campaign and wider APRS objectives.
- To support the APRS team in creating our regular **e-bulletins**
- **Identify opportunities** for better, more inspiring and more engaging communications
- To support the Education and Public Engagement Manager and the Campaign Manager to **deliver public, advocacy and media events**.
- To work with the APRS team to **create content for the website** that will feed into our electronic and conventional communications – eg the e-bulletin, the newsletter and social media
- To assist the Director in **redeveloping and improving the website** to include the 'Have you Got the Bottle?' campaign content
- To create dynamic and interactive website and social media content including **video content and blogs**
- To work with the Education and Public Engagement Manager **to identify audiences** for our work and strategies to reach them
- To **grow our audience** for the 'Have you Got the Bottle?' Campaign and APRS on our platforms.
- To take part in team activities and contribute to other tasks as required.

Personal specification – knowledge, experience and abilities

Essential

- Experience of managing social media accounts including creating new content using packages such as canva
- Experience of using Mailchimp to communicate with supporters
- Excellent verbal and written communication and experience of writing content for different audiences
- Ability to edit basic content in a wordpress website
- An organised person with demonstrable experience of organising successful events.
- Strong commitment to accessibility, diversity and inclusivity
- Ability to work to tight deadlines, manage your workload effectively and deal with the unexpected
- Excellent collaborator and team worker

Desirable

- Experience managing Wordpress websites, developing functionality and content and ability to trouble-shoot

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- Experience of working with print and broadcast media
- Experience of building web and social media audiences
- Experience in create short videos for social media content.



About the Campaign

The APRS 'Have you Got the Bottle?' campaign has been achieved with the support of over 100 organisations. The campaign for a deposit return scheme for Scotland follows others across Europe which have seen dramatic falls in the number of drinks containers going to landfill, incineration and littering. It is a key step in creating a truly circular economy and ensures that the costs of pollution are paid by the industry that creates the waste. This 'polluter pays' principle is one that we are advocating should apply in other areas where the profits are gained by an industry but the environmental costs of waste, pollution etc are borne by our earth and communities.

About APRS

The Association for the Protection of Rural Scotland (APRS) was founded in 1926 and is the only Scottish organisation dedicated exclusively to protecting and enhancing all Scotland's rural landscapes and countryside, whether at the edge of towns and cities, or in more remote settings.

Despite having such a long history (in fact the National Trust for Scotland was founded out of APRS), we are a tiny organisation with five staff. We campaign with communities, on behalf of all landscapes, from the ones surrounding our towns and cities to the wilder landscapes across rural Scotland. Our key campaigns are for the deposit return scheme, for a new National Park for Scotland and on Greenbelt protection and policy. We believe that the quality of people's surroundings is central to their well-being, and that the quality of Scotland's countryside is of fundamental importance even to those who spend most of their time in towns and cities. We support communities and individuals to look after and make the most of their local landscapes and we believe that Scotland's countryside has a key role to play in tackling the climate emergency and addressing the nature crisis.

We work from a small, friendly office which we share with Scottish Environment LINK. All our staff members work flexibly and part time, and we will work to accommodate those with family, caring or other responsibilities.

If you have any questions about the role please email education@aprs.scot

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