

## Communications Lead (external delivery)

Organisation	Plan Vivo
Location	UK based, preference for Edinburgh-based
Remuneration	£37,000 - £40,000/year
Interview Dates	Interviews planned for approx. 8-15 <sup>th</sup> June
Start Date	July 2026
Contract type	Full time, permanent

### Purpose of the role

The Communications Lead role is a delivery-focused position responsible for planning, coordinating and implementing agreed external communications activity for Plan Vivo. The role supports visibility, clarity, and consistency across channels, and plays a key part in translating agreed priorities into well-managed communications plans, outputs, and campaigns, without owning organisational strategy, advocacy, or public affairs.

Although it may feed into, the role is explicitly not responsible for setting external communications strategy, leading advocacy, or representing Plan Vivo in policy or political contexts. These responsibilities sit with the senior management team (SMT), with support from senior strategic communications advisory input where appropriate.

This role does incorporate some elements of internal communications where these relate directly to coordination, planning, and delivery of external communications across the programme areas, the extended management team (EMT) and the senior management team (SMT).

### Position in the organisation

- Reports to: CEO,
- Works closely with: SMT, EMT, programme leads, and external communications advisor,
- Line manages: Communications Officer,
- May also oversee: freelancers, designers, agencies, or other external suppliers as required.

### Core Focus

The role focuses on planning, execution, coordination, and high-quality delivery of communications outputs

that have already been prioritised and shaped by senior leadership and/or external advisory support. It is responsible for turning agreed priorities into clear delivery plans, managing workflows and timelines, and ensuring outputs are delivered to a consistently high standard.

## Key Responsibilities

*Indicative time allocation is provided to support clarity and expectation-setting. Percentages are approximate and may flex slightly across the year depending on priorities, campaigns, and organisational needs.*

### **1. External communications delivery and planning (30%)**

- Turn agreed communication priorities into delivery plans, timelines, and campaign schedules,
- Implement agreed external communications plans and campaigns, including responsibility for budget management for these activities,
- Deliver content across owned channels, including website, newsletters, and social media,
- Maintain consistency of tone, messaging, and visual identity in line with brand guidelines,
- Support timely publication of organisational updates, announcements, and stories,
- Ensure delivery milestones, sign-off process, and deadlines are clear and well managed.

### **2. Content coordination and production (25%)**

- Draft, edit, and format content such as blogs, updates, case studies, and short articles, and the annual report,
- Coordinate inputs from internal teams and external contributors,
- Manage relationships with designers or freelancers where required,
- Own and maintain an organised content calendar and asset library,
- Help prioritise content production against agreed communications objectives and organisational priorities,

### **3. Digital channels and performance (15%)**

- Manage day-to-day website updates and content publishing,
- Schedule and publish social media content,
- Monitor performance metrics and identify practical recommendations, opportunities, or issues for discussion with senior colleagues,
- Support improvements to user journeys, content clarity, and channel effectiveness,
- Contribute to regular reporting on digital performance and communications delivery.

### **4. Events and campaigns coordination (10%)**

- Coordinate communications delivery for agreed external events, webinars, registration support, and post-event content,
- Work with internal leads to ensure messaging, materials, responsibilities, and timings are aligned,
- Prepare and coordinate materials (such as speaker bios, agendas, briefing notes, and follow up materials) and timing are aligned.

**5. Media support (delivery only) (10%)**

- Support the logistics and coordination of media engagement agreed by senior staff,
- Prepare background materials, briefing notes, Q&As, or draft responses for review,
- Maintain media contact lists, coverage records, and related materials,
- Support efficient handling of incoming media requests in line with agreed processes and senior oversight.

**6. Internal coordination (5%)**

- Support internal information flow related to external communications planning and delivery,
- Coordinate updates from programmes and teams for outward-facing use, including project communications,
- Help ensure that teams are clear on communications timelines, inputs, responsibilities, and sign-off requirements.

**7. Management workflow and oversight (5%)**

- Line management of the Communications Officer, including day-to-day support, feedback, and work planning,
- Oversee communications workflows, approvals, and prioritisation across outputs,
- Help identify when freelance, design, agency, or specialist support is needed, and coordinate that support where agreed.

**Explicit exclusions**

This role does not:

- Independently set external communications, media, or advocacy strategy,
- Lead policy engagement, lobbying, or public affairs,
- Act as an organisational spokesperson, except where expressly agreed and supported,
- Own brand positioning decisions,
- Lead crisis communications or reputational response strategy,
- Own internal culture, HR communications, or internal change processes.

**Qualifications, Expertise, and Skills/Competencies**

<b>Essential</b>	<b>Desirable</b>
<p><u>Qualifications</u></p> <ul style="list-style-type: none"> <li>• Bachelor’s degree in a relevant field, such as communications, PR, or marketing, or equivalent relevant work experience,</li> <li>• Based in-country (UK) with full rights to work.</li> </ul>	<p><u>Qualifications</u></p> <ul style="list-style-type: none"> <li>• Degree in communications specific to the carbon, nature, climate, or NGO spaces</li> </ul>

<p><u>Experience</u></p> <ul style="list-style-type: none"> <li>● At least 5 years professional experience in a similar role, with experience in the following:             <ul style="list-style-type: none"> <li>○ Digital marketing, content management systems, social media analytics, email marketing platforms, basic design tools, etc.</li> <li>○ Managing the relationships with contractors/external consultants,</li> <li>○ Managing staff,</li> <li>○ Strategic communications – campaign planning, developing and implementing communication strategies from organisational priorities and objectives.</li> <li>○ Managing budgets and feeding into and leading funding reports and requirements from grant funders.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Based in Edinburgh.</li> </ul> <p><u>Experience</u></p> <ul style="list-style-type: none"> <li>● Experience operating communications, marketing, or PR for nature or carbon market-facing organisations,</li> </ul>
<p><u>Skills/Competencies</u></p> <ul style="list-style-type: none"> <li>● Good relationship management and communications skills to deal with a range of internal and external stakeholders.</li> <li>● Fluency in spoken and written English, with excellent and demonstratable written and verbal communication skills,</li> <li>● Proven organisational, project and time management skills, with an ability to prioritise and juggle multiple assignments,</li> <li>● Quality orientation with high level of accuracy and strong editing abilities,</li> <li>● Ability to work cohesively as a part of a diverse team, but also independently,</li> <li>● High levels of emotional intelligence and cultural literacy and ease operating in different socio-cultural contexts,</li> <li>● Culturally sensitive and patient.</li> </ul>	<p><u>Skills/Competencies</u></p> <ul style="list-style-type: none"> <li>● Fluency in Spanish, Bahasa, or French,</li> <li>● Brand messaging and positioning.</li> </ul>