



9 Manor Place,
Edinburgh, EH3 7DN
Tel/Fax: 0131 220 6241
Email: info@bef.org.uk
Web: www.bef.org.uk

Candidate Information Pack for the post of Communications Officer, Built Environment Forum Scotland – June 2010

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Communications Officer (Part-Time) Built Environment Forum Scotland

The Built Environment Forum Scotland (BEFS) is an independent Scottish Charity that brings together both professional and voluntary organisations that work within the built environment sector. BEFS provides intermediary services to 14 member and 8 subscriber organisations. Our members are in the main national organisations with their own individual and organisation members and through them we represent more than 500 local Scottish organisations and over 300,000 individuals. BEFS is governed by a Board of Trustees and currently operates with one full-time and three part time members of staff.

BEFS has been successful in securing funding from Historic Scotland to extend its current activities as an intermediary for the historic environment sector. During the current year this has enabled us to create the new position of Director and the appointment of a Communications Officer.

The Communications Officer position is an exciting opportunity for a resourceful and confident individual to play a key role in developing BEFS not only as the Scottish intermediary for the historic environment but also the wider built environment.

Conditions of Service

Salary range: Scale G: £ £22,153 – £23,856 (pro rata)

Hours: Part –time:18 hours per week

Office Base: Edinburgh

Pension: 5% contribution of gross salary to a properly constituted pension scheme of your choice with a minimum 2.5% additional employee contribution.

Annual Leave: The annual leave quota is 15 days – this is the pro rata equivalent of full time entitlement of 35 days (including public holidays - 30 days flexible leave and 5 core annual leave days to be taken at Christmas, New Year and Easter).

Application

Please apply if you have a passion for Scotland's places, communication, information and IT skills and enjoy working in a focussed, motivated small team.

Applications, which will be acknowledged, should be sent:

By email to: cstirrat@befsc.org.uk

or by post to: Craig Stirrat, Director, 9 Manor Place, Edinburgh, EH3 7DN

Closing date for applications: 19 July, at 12noon

Interview date: 4 Aug 2010, in Edinburgh

Informal Discussion: For an informal discussion about the post please contact Robin Burley, Chair, BEFS on 07774 127809 or Craig Stirrat, Director on 0131 220 6241.

Further information

BEFS strives to be a family-friendly and equal opportunities employer.

Further information about BEFS, such as Annual accounts 2008-09, BEFS Business Plan 2010-13, and Annual Review 2008-09 is available on BEFS website www.befs.org.uk or on request from BEFS office, info@befs.org.uk, 0131 220 6241.

Purpose

The Communication Officer role is focused on the improvement and delivery of the organisation's communications, and the promotion of issues and messages to a range of audiences as well as member support.

The Communications Officer will contribute towards the achievement of the BEFS strategy and corporate plans through the provision of high quality external communications. This will include the provision of media relations and public relations support through the generation of good news stories, case studies, testimonials and the ongoing development of the members' database and associated media training.

The successful candidate will have an excellent command of the English language with exceptional writing, editing, proof-reading, and communication skills.

A first class communicator and time manager, you will be capable of delivering work to deadlines and liaising with people at all levels. You must have relevant experience within a communications/PR environment, with solid internal and external communications experience. You must have experience of working with external agencies to deliver on objectives and have a sound understanding of, and the ability to exploit, electronic media.

Excellent information and communication handling capabilities are essential for this post. You will also have excellent interpersonal skills and demonstrate a commitment to high service standards and customer focus.

Key Areas of Work

The post-holder will undertake activities to implement and manage effective communications to promote BEFS's activities. Main responsibilities include:

- Produce and annually review a Communications and Information Strategy & action plan.
- Draft, edit, advise, gain approval for and coordinate the design & production of high quality publicity materials such as Annual Reviews, Membership recruitment literature and leaflets, and supervising the production of the bulletin.
- Draft, edit & agree communications such as articles, presentations, etc.
- Produce effective web copy and maintain content of the website, ensuring content is tagged and kept up to date
- Manage transition to the new BEFS website; report and advise on usage.
- Help organise a limited number of public, stakeholder and member-focused events, exhibitions, conferences, workshops, consultations and forums.
- Implement, maintain and regularly circulate a communications schedule in line with the communications action plan.
- Promote effective engagement with members and stakeholders through a variety of social networks and social media channels.
- Support and assist the Director & Historic Environment Officer with media liaison, establishing a good working relationship with journalists; produce

good quality news releases, ensuring timely distribution, maintaining media contacts information, monitoring and circulating media clippings.

- Liaise with and assist the Director and other staff, and where appropriate the Board's designated portfolio holders, to ensure timely, accurate and corporate responses to media enquiries, consultations, including the communication of policy issues to government bodies/agencies and the wider public sector etc.
- Monitor impact of communications strategy on policy development
- Benchmark BEFS activities against other intermediary bodies (eg SCVO and VDS in Scotland and Heritage Alliance, Wales LINK and UDAL at UK level)
- Responding to general enquiries, by telephone, email and post etc.

The Person

Knowledge and Experience

<i>Essential</i>	<i>Desirable</i>
A degree-level qualification or three years experience in communications, publicity and /or marketing involving electronic and traditional media	Membership of a communications or marketing professional body
Experience of working in a small, busy office	Track record of being involved in successful campaigns
Appreciation of production methods and professional design work, but with a good 'eye'	Experience of organizing and delivering small-scale events
Demonstrable success in making an impact, using flair but without getting carried away	Knowledge of social marketing
	Knowledge of Government, Historical, contemporary built environment and/or the voluntary sector
	Knowledge of media databases and web based content management systems such as "joomla".
	Experience of working with Committees

Skills, Abilities & Attributes

<i>Essential</i>	<i>Desirable</i>
A systematic approach	Some knowledge of the language of the Historical and Built Environment /or professional bodies
Enthusiastic and positive team player; self motivated to achieve goals	Interest in places and the built environment
Must relish a challenge, and have a high rate of output	Creative Thinker
Excellent fluency in written English	
High attention to detail	
Good presentation skills	

Able to communicate and interact with diverse audiences Proficient in modern application of information technology (incl. websites)	
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OTHER:

- Committed to own personal development and training
- Able to provide proof of ability to work in the UK [This is now required by all UK employers under the Asylum and Immigration Act 1996 (as amended May 2004). Any offer of employment is made on a conditional basis further to receipt of proof of ability to work in the UK].

Background

The Built Environment Forum Scotland (BEFS) is a membership body that is a charity and a limited company. BEFS comprises non-governmental organisations (both professional institutes and voluntary organisations) that operate at the national level and represent organisations and people working within the built environment sector. BEFS operates as an intermediary organisation that facilitates the coming together of interests to explore issues affecting both the historic and contemporary elements within the built environment. It supports its members to raise awareness and influence matters of strategic policy and legislation. Through collaborative working across the sector, BEFS can provide services and address issues that members cannot deliver alone.

In defining the Built Environment and the Historic Environment, BEFS accepts the widest interpretation of the terms, reflecting its inclusive approach and its members are involved in a wide range of activities within the sector. BEFS acts as a forum for members to interact and, as an informed gateway to the sector for others, identify and explain the specific expertise and skills that each member body can provide. BEFS' members represent over 325,000 individuals through 540 organisations.

BEFS aims to deliver a process of engagement that can be summarised by the delivery of three roles: a forum, a mediator and an advocate. To date BEFS has been most active in providing the forum element and this has been particularly valued by members and seen as crucial to delivering the other two roles. In developing both its role as the intermediary body for the historic environment and, as resources allow, its work on the contemporary built environment and sustainable development, the organisation is likely to face a number of challenges over the next three years.

Vision

BEFS vision is to achieve successful, sustainable place-making in Scotland that reflects the passion and skill of those caring for, and creating, good places for people.

Mission

BEFS mission is to support organisations in pursuing excellence in place-making by providing a forum for understanding, promoting and influencing the dynamic relationship between the historic environment, new design and sustainable development.

Values

What is special about how BEFS works:

- Encouraging trust and mutual respect for each other's activity
- Working collaboratively to add value to each other's work
- Gathering support around shared purposes and common goals to create long-term benefits
- Accommodating diverse interests and divergent views

- Impartiality - Developing consensus while reflecting differences
- Responsive to member needs

Strategic Objectives

BEFS intends to work towards achieving its established Vision, through a period of significant change for the organisation, by carrying out a number of activities that add value to its work and that of the members and which are set out below within five areas defined by Strategic Objectives covering Collective Expertise, Communication, Membership Support, Organisational Development and Outreach. These strategic objectives have been developed through consultation with members and based on the results of research in the sector and more widely about intermediary bodies.

1. COLLECTIVE EXPERTISE - To be recognised as the organisation that offers collective informed independent opinion on issues affecting the historic and contemporary built environment
2. COMMUNICATION - To communicate information, opinion and good practice about the historic and built environment effectively with members, their constituents and across the sector
3. MEMBERSHIP SUPPORT - To support member organisations to build their capacity and operate more strategically and efficiently
4. ORGANISATIONAL DEVELOPMENT - To develop a viable organisation by ensuring there is a responsive structure with appropriate skills and resources to deliver the outputs required to realise the vision
5. OUTREACH - To work with members to develop and promote better understanding of how the historic and built environment contributes to public benefit

Office

We occupy an office within the Scottish Branch office of the RICS at 9 Manor Place. With the expansion of the staff structure to 4 people (2.6 full-time equivalents), the Director, Historic Environment Officer, Communications Officer, and Administrator, it is likely that a new office will need to be found.

As we are a small organisation, we rely on the flexibility of staff and their commitment to teamwork. Although each member of staff is employed in a specific job role and will lead on certain activities and projects, the workplan will require input from everyone.

This is a fast changing office and will require a great deal of commitment and energy to achieve our challenging goals, so you will need to enjoy working in a lively atmosphere and shared office, whilst having the capacity to remain focused when it is needed.

Governance Structure

BEFS is led by a voluntary Board of Non-executive Directors. The Board can comprise up to 10 members. The current Board is made up of individuals most of

whom are representative members of member organisations. The chair is independent and there is one co-opted Non-executive Director.

Operating Context and Funding

We rely on funding support from Historic Scotland which in the 2010/2011 year represents 80% of our income. In the next 2 years funding from Historic Scotland is anticipated to rise to £120,000 per annum and in the short term other income which is almost exclusively member subscriptions will diminish as a proportion of government funding. Other income can come from fundraising, and both in terms of underpinning the independence of BEFS and developing our wider role in the built environment.

Application Process

Please apply if you have a passion for Scotland's places, excellent interpersonal, communication and IT skills and enjoy working in a focussed, motivated small team.

Applications must be made on the applications form provided with the Candidate Pack. (CVs will not be accepted.)

Application submissions (which will be acknowledged) should be sent:

By email to: cstirrat@bef.s.org.uk

Or by post to: Craig Stirrat, Director

Built Environment Forum Scotland

9 Manor Place

Edinburgh EH3 7DN

RECRUITMENT TIMETABLE

The table below shows the key milestones during the recruitment process.

STAGE IN PROCESS	TIMESCALE
Closing date for applications	12noon, 19 July 2010
Invitations to applicants shortlisted for interviews	26 July 2010
Date of interviews	4 Aug 2010
Latest date for feedback for candidates selected for interview	9 Aug 2010
Date of appointment	asap after 4 Aug 2010

Informal Discussion: For an informal discussion about the post please contact Craig Stirrat BEFS on 07779362355.

