



Job Description

Job Title:	Scottish Countryside Alliance Director
Reports to:	Countryside Alliance Chief Executive
Based at:	Home-based with requirements to travel, work in Edinburgh and attend head office from time to time.
Hours per week:	37.5 or by agreement
Salary:	£ Competitive
Length of Contract:	Permanent
Company benefits:	7% Employer pension contribution Death in service Retail and leisure discounts

Scottish Countryside Alliance

The Scottish Countryside Alliance (SCA) is a unique organisation dedicated to supporting the countryside with the specific aim of promoting and protecting rural communities and the rural way of life. The SCA recognises that rural Scotland is an interwoven tapestry of cultural, economic, environmental and community issues, and that to champion just one strand would lead to the unravelling of the whole.

We campaign for and promote a wide range of interlinked rural activities, wildlife management practices and rural livelihood issues. The SCA's task is to raise awareness of the issues that the SCA, and its members, believe are critical to sustaining rural communities.

The SCA has a broad remit across rural policy, but with a particular focus on hunting with hounds, game shooting and wildlife management, and associated social and land management issues.

The Post

This role is responsible for the strategic planning and development of campaigns for hunting, shooting, wildlife management and the sustainability of rural communities in Scotland. The strategy you develop with the Chief Executive will also reflect the overall campaigning strategy of the Countryside Alliance in the other UK nations.

The successful candidate will report to the Chief Executive of the Countryside Alliance and have responsibility for all the SCA's campaigning and revenue output. The SCA Director will be supported by the Alliance's central political, PR and campaigns functions and the Scottish advisory board. A Scottish resident will be preferred.

You must develop an in-depth understanding of the organisation's operations and delivery of

its programmes to enable you to engage both internal and external partners and stakeholders. The role demands a high level of commitment to the organisation and strong presentational skills ensuring policies and objectives are met.

Responsibilities

- Have an intimate knowledge of the Scottish countryside with a particular focus on hunting with hounds, game shooting and wildlife management, and the communities they sustain.
- Engage with politicians of all parties, represent the SCA membership and discuss complex rural issues.
- Understand and have knowledge of political processes, particularly the operation of the Scottish Parliament and campaign groups.
- Communicate with diverse audiences, from national media to the SCA's membership base orally, in written form and on social media.
- Connect with and understand the SCA membership and the wider rural constituency engaged in its core activities.
- Work with colleagues to ensure that our reputation and values are maintained and strengthened through campaigning and revenue generation.
- Lead internal planning and budget setting for relevant areas, setting out a clear strategy for campaigning output, revenue, and expenditure.
- Carry out all necessary due diligence.
- Keep abreast of relevant developments, legislation, and networks.
- Meet agreed income, cost efficiency and profitability targets.
- Initiate and review research to find ways to create new opportunities that will attract a wider audience for the SCA.
- Lead on the evaluation of the impact of campaigns and lobbying to improve efficiency and effectiveness.

Personal attributes

The candidate must be articulate, self-reliant, adaptive, objective, flexible, analytical, and progressive with a high level of media and political awareness.

Performance Management

All employees have a responsibility to participate in regular performance appraisals with their manager and to identify performance standards of the post. As part of the appraisal process, every employee is responsible for participating in identifying their own training and development needs to meet their KPI's.

Equal Opportunities

Countryside Alliance is committed to being an equal opportunities employer and welcomes applicants from people irrespective of age, disability, gender reassignment, race, religion or belief, sex (gender), sexual orientation, pregnancy and maternity and marriage and civil partnership. The Alliance will consider part-time or flexible working in relation to this role.