



# Connecting Threads

An ambitious cultural vision  
for the River Tweed

## River Messenger (Communications Officer) p/t (0.6)

We are looking for a proactive and enthusiastic individual, with a background in communications and public relations and a keen interest in cultural and environmental issues, to deliver this post.

The River Messenger is part of a creative team working to share, communicate, promote and document the Connecting Threads project and its activities with our audiences, funders, partners and the wider public.

The project is funded by the National Lottery Heritage Fund, Creative Scotland, the Esmée Fairbairn Foundation, the Hugh Fraser Foundation and the Fallago Environment Fund.

### Introduction

Connecting Threads is the cultural strand of Destination Tweed, a landscape-scale project that aims to conserve and celebrate the River Tweed from source to sea. Destination Tweed promotes the role of culture in imagining and creating a more positive future. Weaving cultural activity through the Destination Tweed project, Connecting Threads is supporting engagement with and awareness of our environment and heritage.

Focussing on the Tweed as a cultural landscape, Connecting Threads' programme of activities is shaped by the river habitat itself. Our project is led by the seasons and the human and more-than-human communities which inhabit the river corridor.

Working in partnership with local communities and cultural, educational and environmental organisations, Connecting Threads brings different knowledge and creative practices together in experiential ways to support a culture of stewardship and collaboration.

The cultural events, artworks and activities generated by Connecting Threads encourage local people and visitors to make deeper connections to the river, stimulate new relationships, strengthen cultural leadership and contribute to sustainable places. The long-term aim is to create a legacy of collaborative projects and well-integrated partnerships between cultural and environmental organisations to support the ongoing sustainable development of the Tweed.

**The Southern Uplands Partnership (SUP)** is a rural development charity, with over 20 years experience of developing and delivering projects across the south of Scotland. The Partnership represents everyone with an interest in the sustainable development of the region.

More details of the Southern Upland Partnership can be found at [www.sup.org.uk](http://www.sup.org.uk)

More details about Connecting Threads can be found in the accompanying handbook which can be downloaded [here](#).

More details of the Destination Tweed project can be found at [www.tweedforum.org](http://www.tweedforum.org)

## Job Description

**Post Title:** River Messenger (Communications Officer)

**Base:** Studio 2, Lindean Mill, Galashiels, TD1 3PE

**Responsible to:** Southern Uplands Partnership Manager

**Salary:** £28-£30,000 pa fte (pro rata £16,800-£18,000 pa)

**Pension contribution:** Employer contribution currently 8% of salary, employee contribution currently 5% of salary

**Contract period:** This is a fixed-term contract from January 2024 to June 2027, subject to funding and a satisfactory probationary period.

**Contract hours:** Part-time (0.6 fte) 3 days or 22.5 hours per week. Hours of work will be arranged by agreement and can be flexible. Weekend or evening working may be required from time to time, for which you will receive time off in lieu (no overtime is payable).

**Probationary period:** Three months

**Notice period:** Minimum of one month's notice. This will increase by one week's notice per full year worked after four years' service (up to a maximum of 12 weeks).

**Leave:** 36 days per annum and 4 public holidays fte (pro rata 24 days)

**Expenses:** Travel costs incurred in the course of work will be reimbursed monthly in arrears, currently at a rate of £0.45/mile.

## Job Purpose

The focus of the current delivery phase for Connecting Threads is to engage with communities of interest (cultural, heritage, environmental and educational organisations) and communities of place, to implement a four-year multi-stranded cultural programme along the length of the proposed Tweed Trail within the Scottish Borders, north Northumberland and Dumfries and Galloway.

The River Messenger (p/t 0.6) will work proactively alongside and in collaboration with the rest of the Connecting Threads team to build and implement a strategy to creatively communicate all aspects of the project to a broad audience including participants, stakeholders, members of the public and the wider cultural community.

Regular liaison and close collaboration will be required between the River Messenger, the rest of the Connecting Threads team and the project partners at Destination Tweed and Southern Uplands Partnership.

The whole Connecting Threads team will be expected to demonstrate a commitment to best practice around equalities, diversities, and addressing under-representation, and will work with an awareness of climate change and biodiversity loss within the project generally and in the design of activities.

## Responsibilities

### Share and promote the Connecting Threads project;

- Develop and implement a seasonal communications strategy for the project
- Build a local and national media and press mailing list, write and send press releases and be a first point of contact for media and press enquiries, working closely with the wider Destination Tweed Public Relations Strategy
- Oversee, maintain and update the project mailing list, including a postal distribution list for sharing posters and other event publicity
- Create and distribute the monthly newsletter
- Build a strong social media presence primarily through Instagram and Facebook by creating dynamic and engaging social media content
- Oversee and manage the design and visual identity of the project, including printed and digital publicity materials, (posters, booklets and catalogues) - working closely with freelance designers and illustrators and project interns where applicable
- Support the development of the project website, followed by regular maintenance and updates of the website once it is launched
- Support the recruitment and management of interns and volunteers

### Document the Connecting Threads project;

- Document project activity on the ground through photography and video recording, writing and creating social media content
- Support the gathering and collating of audience and collaborator feedback and evaluation
- Manage press and media coverage of project activities
- Lead on the creation of an image library and activity archive

No Job Description can be entirely comprehensive and the post holder will be expected to carry out other duties from time to time that are commensurate with the above responsibilities and determined by the Partnership Manager or Project Management Team.

## Skills and Experience

### Essential

- Excellent communications skills, particularly in copywriting
- Skills in understanding and developing audience communication strategies, and being able to adapt to different audience needs and platforms
- A background in communication and public relations through training or experience
- Excellent skills in creating content for social media, with good knowledge on how to engage audiences primarily through Facebook and Instagram
- Ability to work quickly and responsively to create high quality event copy for use in public communications including press releases
- Ability to work to brand guidelines and have an excellent attention to detail in overseeing the brand communication
- Project and time management skills – ability to work proactively and independently, self-managing their own priorities, calendar and tasks
- Good IT skills, particularly in Mailchimp, eventbrite, social media scheduling, some use of design software such as Canva and Adobe InDesign
- Skills in photography, filmmaking and editing using smartphone for use in social media
- A passion for the creative sector and natural environment

### Desirable

- Knowledge of the arts, cultural and/or environmental sector in the the Scottish Borders, Northumberland, Dumfries and Galloway
- Knowledge of the communities and landscapes of the River Tweed
- Some working knowledge of local press and media connections in the Scottish Borders, Northumberland, Dumfries and Galloway
- Working knowledge of website content management systems
- Skills in supporting/overseeing others, for example freelance workers, volunteers or junior colleagues
- Current UK Driving License and access to a vehicle
- PVG Disclosure / DBS holder

## Important note

Connecting Threads operates using a flat structure. There is no hierarchy of roles within the project delivery team and no appointed project manager. This means everyone is accountable and responsible for managing their own work, whilst having an equal say in the direction of the project. This role therefore requires someone who is confident speaking up in a group setting, and is able to contribute their own ideas, suggestions and expertise. They should be comfortable planning and managing their own workload in response to the needs of the project and in collaboration with co-workers. The successful candidate should be able to demonstrate their capabilities with the above in mind.

## Application Process

To apply for the post, please complete the Job Application form which can be downloaded by [following this link](#) and submit by email to [recruitment@sup.org.uk](mailto:recruitment@sup.org.uk) by **09:00am on Monday 30 October**.

We are able to accept applications in alternative formats. If you have any form of access needs please do not hesitate to contact [rachel@sup.org.uk](mailto:rachel@sup.org.uk) to discuss your requirements.

Applicants are advised to read the project Handbook prior to applying.

Informal enquiries about the post can be made to Rachel Hunter, River Culture Curator at [rachel@sup.org.uk](mailto:rachel@sup.org.uk).

Interviews will be held on Monday 6 November at the Southern Uplands Partnership offices at Lindean Mill. Interviewees will be asked to complete a task as part of the interview process.



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