



Job Title: Digital Communications and Membership Officer
Location: Highland. Orkney or Shetland
Hours: Full Time (37.5 hours per week)
Contract: Fixed term until 31 March 2026 with possible extension subject to funding
Reports to: Senior Project Officer
Salary: £28,000 per annum

BACKGROUND AND PURPOSE OF THE ROLE

The Highlands & Islands Climate Hub is fully funded by the Scottish Government and is one of a network of Climate Action Hubs established across Scotland to offer networking, support and encouragement of community led climate action. The vision for the Hub is to support and empower communities to develop local solutions to make the transition to net zero and climate resilient living through empowerment and capacity building in communities throughout the region.

The Hub has been operating since September 2021 and is a membership organisation supporting communities across Highland and the Northern Isles of Orkney and Shetland. The vision of the overall Hub Programme defined by Scottish Government is A network of climate action hubs providing a vehicle for communities to come together and engage in collective climate action, supporting the just transition to net zero and climate resilient living, and driving wider change.

Main Outcomes of Climate Hubs 2025-26

- Community-level action across Scotland contributes to building Scotland's climate resilience
- Community- level action across Scotland contributes to reducing Scottish GHG emissions
- Communities are shaping policy that promotes adaptation to and mitigation of climate change
- Community-level climate action is equitable and inclusive
- Hubs bring people and organisations acting on climate change together across Scotland, to strengthen the collective voice and take action towards a shared vision
- Local innovations have the potential to be scaled-up or replicated to prove more widespread climate benefits

JOB PURPOSE

The Digital Communications & Membership Officer will be responsible for creating and coordinating engaging communications that amplify the voice of community climate action

across the Highlands and Islands. The role will manage the Hub's digital platforms, grow and support our membership network, and ensure the Hub's stories, opportunities, and impact are widely shared and accessible.

This role will help build a sense of community and shared identity across a growing membership, while raising awareness of community-led climate action through creative and strategic communications. You will be key in making the Hub's work visible, inclusive, and inspiring.

LOCATION

The role will support communities across the Highlands and Northern Isles of Orkney and Shetland. You therefore must reside within the Highland, Shetland or Orkney Local Authority areas. Homeworking is the norm, however, if you do reside within easy travelling distance of either our Inverness or Thurso office 1/2 days office based work would be required.

The Hub holds regular staff meetups which may be at our Inverness or Thurso Office and there would be a further expectation to attend national Hub Gatherings.

MAIN DUTIES AND RESPONSIBILITIES

- Develop and deliver digital content across the Hub's website, newsletter, and social media platforms to promote climate action, share learning, and celebrate community achievements.
- Manage and grow the Hub's online presence and brand identity with accessible, engaging, and inclusive messaging.
- Coordinate a regular newsletter and campaign calendar that keeps members informed and connected.
- Create visual and written content including graphics, short videos, case studies, toolkits, and blog posts.
- Support the design and implementation of communications campaigns and awareness-raising activities.
- Co-ordinate and administer the Hub's membership offer, including recruitment, onboarding, and retention of members.
- Facilitate opportunities for members to connect, collaborate, and contribute to the direction of the Hub.
- Manage the membership database and contribute to ongoing CRM development and data insights.
- Work with the wider team to ensure consistent messaging and effective promotion of events, training, funding, and services.
- Monitor and evaluate communication performance through analytics and feedback to continuously improve reach and engagement.
- Ensure all communications are inclusive, accessible, and representative of the diverse communities across our region.
- Design, maintain and update communications materials as required for engagement and outreach activities.
- Any other tasks as required to support the successful delivery of the Hub's objectives.

ESSENTIAL KNOWLEDGE & EXPERIENCE

- Experience in digital communications, social media management, and content creation.
- Understanding of community development, climate action, or third sector communications.
- Experience using digital tools such as social media platforms, Canva, CRM and other digital platforms
- Experience managing mailing lists or membership networks.
- Ability to write and design for a range of audiences and formats.

SKILLS AND ABILITIES

- Creative storyteller with strong writing, editing, and visual communication skills.
- Excellent digital literacy and confidence with online platforms and software.
- Strong interpersonal and relationship-building skills.
- Organised and detail-oriented with the ability to juggle multiple priorities.
- A collaborative team player who can also work independently.
- Passionate about climate action, environmental justice, and community empowerment.

QUALIFICATIONS

Experience in a relevant field is essential. A qualification in communications, digital marketing, media, community development, or environmental studies is desirable but not required.

EQUAL OPPORTUNITIES

Highlands & Islands Climate Hub is an equal opportunity employer. Please tell us if you have access needs for the recruitment process and we will try to meet your needs.

ADDITIONAL REQUIREMENTS

Regular travel within highland is an essential element of working for the Hub. Further travel to national events and opportunities are required/available less frequently. This requirement can lead to occasional overnight stays. All business-related travel and accommodation costs covered by the employer. Staff are expected to access reliable public transport and/or hold a current driver's license and be willing to include business use on their insurance policy.

A PVG check will be carried out and must be passed.

All offers of employment are subject to satisfactory references first being obtained. Referees will be contacted following conditional offer of employment at interview stage.