

# JOB DESCRIPTION AND PERSON SPECIFICATION

## Role

National Walking Campaign Project Manager

## Salary

£35,254 per annum

## Hours of work

We are advertising this as a full time (35 hours per week) position but are open to suggestions for part time and/or flexible working.

## Contract period

October 2023 to April 2024 (7 months)

## Location

The post will be based in Transform Scotland's office at 5 Rose Street, Edinburgh. There may be an opportunity for part of the role to be carried out on a home working arrangement where this is mutually convenient.

## Introduction and background

Transform Scotland is the national alliance for sustainable transport. Over the past 25 years, we have advocated for walking, cycling and public transport to be prioritised over private car use.

We are the only organisation in Scotland that campaigns for all modes of sustainable travel, from bikes to buses and everything in between. Our policy positions represent the views of our diverse membership, bringing together passengers, local authorities, communities, environmental charities, universities and transport companies.

We are politically independent and strictly science-based; we are a registered Scottish Charity (SC041516) and Company (SC181648).

## Overview

The post holder will be responsible for managing the preparation and delivery of a Scottish walking campaign. This public-facing campaign will encourage people in Scotland to walk more for their everyday journeys, in particular to replace local journeys made by car. The campaign will raise the profile of walking and share positive messages about the benefits of walking in Scotland. The campaign is funded through the Scottish Government's Smarter Choices Smarter Places grants programme.

## Job purpose

1. Take responsibility for all aspects of project management, including management of the project plan, finances, timetable, delivery of key milestones, contractors and reporting. Act as key project lead and point of contact.
2. Organise meetings with key project stakeholders (including walking charities, public health bodies, equalities groups) to discuss sources of relevant information, past experiences, related activities and best practice. Maintain positive ongoing relationships with stakeholders.
3. Manage a project steering/advisory group of external stakeholders to advise on campaign strategy and delivery.
4. Manage the delivery of market research to set the foundations for the Campaign, to understand the target audience(s), their attitudes, awareness, behaviours and motivations, using subcontractors where necessary. Collect baseline data on the target audience(s).
5. Manage the development of an overarching campaign strategy, including messages, communication channels and alignment with partner/stakeholder activities, using subcontractors where necessary.
6. Manage the delivery of market testing and piloting of the campaign, ensuring that lessons learnt are used to strengthen the campaign strategy, using subcontractors where necessary.
7. Manage delivery of the campaign, including the management of specialist subcontractors to provide expertise in design, marketing and media work as appropriate. Activities may include, for example, TV advertising, radio advertising, billboards, social media, engagement through an app, events and/or via partner activities.
8. Manage the preparation and implementation of a monitoring and evaluation plan to measure the Campaign's impact against baseline data and targets, using subcontractors where necessary.
9. Manage and monitor income and expenditure against the agreed project budget. Maintain full and proper accounts and records of expenditure in line with Transform Scotland's financial management policies and procedures.

10. Keep an accurate and up-to-date record of project progress within Transform Scotland's internal reporting and management system. Provide regular written progress reports for reporting to the Transform Scotland Board (quarterly) and to the external funder (two progress reports and a final project completion report).
11. Ensure that all work is undertaken in accordance with Transform Scotland's governance policies and procedures.
12. Work in collaboration with the Transform Scotland Director and other staff.
13. On occasion, and as required by the Transform Scotland Director, assist with general administrative duties and other work necessary for the organisation's operation, including for example: communications, marketing, events, research and evaluation.

## Person specification

|  | Essential | Desirable |
|--|-----------|-----------|
| Demonstrable experience of project management, ideally in an NGO, transport or environmental context | ✓         |           |
| Demonstrable experience in managing project budgets and keeping financial records                    | ✓         |           |
| Strong relationship building and stakeholder management skills                                       | ✓         |           |
| Commitment to Transform Scotland's values  | ✓         |           |
| Strong planning skills, and experience of reporting against/revising plans                           | ✓         |           |
| Experience of procuring services and managing a team of consultants/associates/contractors           |           | ✓         |
| Ability to work well with colleagues across different parts of an organisation                       | ✓         |           |
| Knowledge and experience of best practice in behaviour change  |           | ✓         |
| Knowledge and experience in social marketing campaigns   |           | ✓         |
| Ability to communication effectively with a wide range of people                                     | ✓         |           |
| Experience in active and/or sustainable travel projects  |           | ✓         |

## To apply

Firstly, please complete the Application Form.

Please send the Application Form, plus a CV and covering letter to [jobs@transform.scot](mailto:jobs@transform.scot)

Closing date: 09:00 on Monday 25 September

Interviews: Thursday 28 September

## Major terms and conditions

A full package of Terms and Conditions is available. Key features include:

Salary: £35,254 per annum

Annual leave (pro rata): 25 days

Pension: Transform Scotland offers a Defined Contribution Pension Scheme to its staff. Employee contributions are up to 6%, Transform Scotland contributes 6%.

Hours: 35 hours per week. We are open to suggestions for part time and/or flexible working.

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