



**Job title:** Communications and Conservation Manager  
**Location:** Blair Drummond Safari & Adventure Park, FK9 4UR  
**Salary:** From £28k  
**Benefits:** Staff Family Passes, 20% Staff discount in Park  
**Hours:** 40 hours per week, predominantly working Monday to Friday

The primary function of this new role is to support Blair Drummond Safari Park's communication efforts across all media platforms with a focus on promoting sales and portraying our conservation initiatives. You will play a lead role in developing our planned press activity, CRM strategy, enews and website content – and assisting with the overall efforts of the sales & marketing department in engaging our audiences with key messages.

#### Key skills & experience

- Broad communication experience, which includes everything from press, CRM, digital, social media and print
- Able to prioritise and work to deadlines.
- CMS experience
- Great project management and administration skills
- Great written and verbal communication skills
- An excellent team player, who excels when working in a collaborative and exciting environment
- A degree qualification (preferred but not essential), plus suitable relevant experience

This is a full-time, permanent role, predominantly working Monday to Friday. Working as part of the Sales and Marketing team at this popular visitor attraction, you'll be responsible for:

- briefing our design and production team to produce engaging content, copy and collateral
- producing directional, educational and sales signage
- executing an email marketing strategy to engage with key customer segments
- measuring the effectiveness of campaigns and extracting key insights for future campaigns
- Management of our website CMS and updating external web content and directory listings
- The co-ordination for all planned press activity, including hosting press visits, co-ordinating media announcements and writing press articles for community and regional newspapers
- Managing social media content, including influencer engagement, and working with other colleagues to maintain constant engaging content across all platforms
- Leading the Safari Park in-situ conservation strategy
- Leading the Safari Park Green Action Plan

#### To apply

Email [recruitment@blairdrummond.com](mailto:recruitment@blairdrummond.com) with a short covering letter and CV before 13<sup>th</sup> May 2022. Please use 'Communications and Conservation Manager' in the subject line of your email.