

Job description for Promotions Manager

Salary: Voluntary

Responsible to: The Permaculture Scotland Working Group (PSWG), one member of the working group will be assigned to provide support and a point of contact. This role does not require you to be a core member of PSWG, but you may be asked to meet with the group from time to time. PSWG is a working group of the Permaculture Association (Britain), this means that we act as a charity. Though we are not officially trustees, we act as if we were (in our responsibilities to the organisation, yet with no legal liabilities).



Their immediate contact is the current Chair Graham Bell graham@grahambell.org. This person will act as supporter as well as recipient of feedback.

Applications will be considered by the Permaculture Scotland Working Group. Please apply to scotland@permaculture.org.uk

Role Description (This role may be filled by more than one volunteer):

- ◆ You will be responsible for building interest in, and growing the profile of, Permaculture Scotland by doing some or all of the following:
 - Identifying contacts to be added to our network, and supplying them to the database co-ordinator. Making regular contact with this growing network.
 - Identifying news, events and policy stories to be promoted to our membership and wider network
 - Developing clear, positive messages we can tell the world to attract further interest.
 - Informing PSWG, local coordinators, and ancillary supporters of what these messages are and seeking feedback to develop the programme.
 - Identifying potential opportunities for public relations.
 - Working with website and social media volunteers to promote our messages and activities
 - Developing new ways to promote permaculture Scotland and communicate with our members
- ◆ You will ensure the Permaculture Scotland Working Group are consulted before any new promotions are disseminated.
- ◆ You will maintain clear communication with the PSWG on the progress this work

Personal Specification: Shown below are the requirements that we believe necessary to fulfill the role

Requirements	Essential/ Desirable
Qualifications or Knowledge	
Have a good understanding of what permaculture is	Essential
Be a Member of the Permaculture Association	Essential
Hold a Permaculture Design Certificate	Highly Desirable
Hold the Diploma in Applied Permaculture Design	Desirable
Reasonable knowledge of geography and people of Scotland	Desirable
Skills and Experience	
Can demonstrate excellent communication skills	Essential
Ability to use Google docs (or willing and able to learn)	Essential
Adept at e-mail and IT use of documents, spreadsheets and web, social media	Essential
Has a list of contacts relevant to this position	Desirable
Experience of creating positive messages to promote an organisation	Desirable
Personal Qualities	
Organised, willing to ask for support when needed	Essential
Good with people (listening skills, communication skills and confidence)	Essential
Sufficient time to carry out the role	Essential
Sufficiently passionate about permaculture to want to send our message wider	Desirable