



Senior Education Manager

Pivotal role supporting Scotland's red meat industry

Scotland's red meat industry contributes more than £2 billion to our economy and proudly produces the iconic Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork brands.

Quality Meat Scotland (QMS), the organisation behind these brands, is looking to recruit a Senior Education Manager to play a pivotal role in raising awareness of the Scottish red meat industry's positive environmental, animal welfare and human health credentials.

The successful applicant will play a key role in QMS's Marketing and Communications team taking a lead role in the planning and delivery of our education strategy. A 100% team player, they will have experience in a senior food sustainability/health communications/education role.

The post is Edinburgh-based and requires travel throughout Scotland and occasionally elsewhere in the UK. A competitive remuneration package will be offered with a starting salary reflecting qualifications and experience. This is a full time post however QMS offers flexible working.

To apply for this role please request an application pack by emailing applications@qmScotland.co.uk. The application form should be completed and returned along with a cover letter stating why you believe you are a suitable candidate for this role.

Further information about QMS can be found at www.qmScotland.co.uk or for more information about the role please contact Carol McLaren on 0131 510 7920.

Closing date for applications is **5.00pm April 26th 2019**



Senior Education Manager Job Description

Title: Senior Education Manager

Reporting to: Director of Marketing & Communications

Location: Rural Centre, Ingliston, Newbridge

Job Purpose: This is a full-time role responsible for leading on the delivery of Quality Meat Scotland's communications and education activities relating to sustainability, animal welfare and human health.

The Senior Education Manager will play a very important role in supporting the growth of QMS as a centre of excellence on red meat sustainability education and communications.

Role and main Responsibilities – To lead on the delivery of QMS' education activities with a focus on communicating sustainability, nutrition and animal welfare in the following areas:

- **Strategy:** Take a lead role in the development of QMS's education and communications strategy relating to our industry's sustainability credentials, including environmental, nutrition and animal welfare.
- **Messaging:** Lead on the further development of key messages relating to the industry's sustainability credentials, **including** human health, animal welfare and environmental messaging. The role includes writing editorial and identifying and supporting PR opportunities. Update, create, monitor and supply written information/resources and advise on nutritional component of QMS website, Health and Education section. Respond to telephone or website requests for information.
- **Social media:** A key aspect of the role is communicating messages via social media including our Scotch Kitchen channels and the role will include monitoring this and identifying and posting fresh, engaging, relevant content, including creating inspiring video content.
- **Collaboration:** Foster and grow links with key external bodies and organisations to raise the profile of our industry's sustainability and animal welfare messages and the role of red meat as part of a healthy balanced diet
- **Food:** Working with the Health and Education Manager to support in the delivery of advice on a healthy diet and red meat's role in that to QMS colleagues; key stakeholders and the public.
- **Education in schools:** Working with the Health and Education Manager to promote awareness of red meat's sustainability credentials as part of a healthy diet via regular sessions and demonstrations and dissemination of health-based QMS publications and other activities such as the meat voucher scheme.



- **Links with health sector:** Working with the Health and Education Manager to assist and develop links with health professionals in Scotland leading to a better understanding of the role of eating red meat as part of a balanced diet.
- **Links with sport organisations:** Working with the Health and Education Manager to build on existing links with key sporting organisations and QMS's sports-linked activities and initiatives to promote health through diet and exercise.
- **Links with environmental & welfare organisations:** Build on existing links and forge new links with organisations which are credible in this area.
- **Finance:** Oversee the QMS Education budget and ensure QMS is receiving quality services and value for money from external services.
- **Procurement:** Ensure compliance with QMS procurement rules.

Required: Full, clean driving license.

Essential: Enthusiastic and confident communicator – both verbally and in writing; experience of working with and inspiring young people; social media skills.

Desirable: Food-related qualification or experience. Cooking skills. Work experience related to the following areas: sustainability; food security; nutrition; children and young people; farming; red meat industry; sport. Food hygiene certificate. Disclosure Scotland.

Remuneration: Salary of £36,000 to £47,000 per annum depending on experience.
Note: The role is supported by a part-time Health & Education Manager

Personal specification

- Graduate, preferably with relevant qualification and an expert knowledge of sustainable food production and, ideally, nutrition
- Strong project management and time management skills
- Ability to prioritise workload
- Persuasive written and verbal communications. Comfortable with the practical use of Microsoft business systems
- Experience with procurement protocols
- Confident when dealing with key stakeholders
- Knowledge of red meat industry is desirable, not essential
- Knowledge of nutrition and, ideally, the role of red meat in a healthy diet
- Knowledge of sustainable food production
- Strong professional communication skills including written, verbal and presentation
- Marketing/PR experience is desirable but not essential.
- Hard-working and dedicated to the team with a sleeves-rolled-up determination to 'get the job done'
- A strong customer and consumer focus and willing to 'go the extra mile' and 'not settle for second best'
- Sees the 'Big Picture' while being able to listen to, consider and appreciate the opinions of management and colleagues