

Role: External Relations Manager	Region: Audiences & Support
Reports to: Head of Communications	Pay Grade: Grade 7 - £45,502 Per Annum
Location: Broadstone Building, 50 South Gyle Crescent, Edinburgh, EH12 9LD/Hybrid.	Type of Contract: Permanent. Full-Time, 40 Hours Per Week.
COST CENTRE: 2301	ACTIVITY CODE: CMZ

CONTEXT

The National Trust for Scotland is the charity that cares for, shares and speaks up for Scotland's magnificent heritage. Since 1931, we've pioneered public access to and shared ownership of some of the most magnificent buildings, collections and landscapes in Scotland. We're Scotland's largest membership organisation and we're independent from government.

The Audiences and Support Directorate brings together a range of creative and specialist skills to build support for our charity. Working closely with colleagues across Scotland, we protect, enhance and build the Trust's reputation, positioning our charity as a leader in protecting and sharing Scotland's natural, cultural and historic places for everyone to enjoy. By listening to our audiences and placing them at the heart of what we do, we grow support for our charity, increasing membership, inspiring visits and generating vital income through philanthropic work.

The External Relations Manager will join the busy Communications Team to deliver specialist communications activities that support our charity's vision, objectives and brand.

JOB PURPOSE

The External Relations Manager is a new role which is being added to the National Trust for Scotland's successful Communications Team during a time of transition within the Audiences & Support Directorate.

The role is responsible for leading the development of the Trust's advocacy for conservation, including campaigning initiatives, coordinating activity aimed at a wide public audience.

Working with internal and external partners, it will deliver a strategic programme of external relations, which is heavily focused on the Trust's nature conservation work and supporting its Plan for Nature.

The role leads the operational delivery of the advocacy elements of the strategic framework for communications established by the Head of Communications. It also supports corporate communications activity, including key annual publications like the annual accounts and annual review and the Annual General Meeting.

The post will lead stakeholder engagement, advocacy and corporate communications activity to support the Trust's ambition to speak up for nature and heritage, while the Communications Manager retains accountability for media relations, press activity, campaign communications, editorial planning and proactive PR.

KEY RESPONSIBILITIES

1. Horizon-scan media coverage relating to heritage, conservation, policy and political developments, keeping senior leaders and key internal stakeholders informed of relevant issues, debates and opportunities.
2. Work with the Conservation & Policy and Audiences & Support teams to review, refine and deliver the Speaking Up for Heritage programme, ensuring it reflects Trust priorities, capacity and the Scottish and rest of UK political context.
3. Develop and deliver an agreed programme of external relations activity, , integrating with colleagues across communications, marketing, policy and audience priorities to maximise impact and working with communications partners as required.
4. Build and maintain strong relationships with key internal and external stakeholders, including the communication teams of Scotland-based nature, conservation and heritage organisations, and act as the key contact for the Trust's ambassador, ensuring requests for input and support are prioritised appropriately.
5. Provide proactive and reactive external affairs and stakeholder engagement advice to colleagues, senior leaders and Trustees, working with the Communications Manager where issues have media or reputational implications, and drawing on the Trust's public policy positions.
6. Work collaboratively with the Communications Manager to ensure external affairs activity is aligned with wider communications priorities, while recognising that media relations, press office activity and proactive PR campaigns sit with that role.
7. Support and strengthen the infrastructure needed for effective advocacy activity, including spokesperson support, media training, staff protection frameworks, intranet resources, website content and content-generation structures.
8. Responsible for coordinating and delivering agreed corporate communications outputs including, including annual publications, external corporate documents, relevant owned-channel content and the Trust's hybrid Annual General Meeting, working with content owners and other teams as required.
9. Contribute specialist content and advice for internal communications relating to corporate activity, external affairs and key advocacy initiatives, working with communications colleagues as required.
10. Attend and contribute to key cross-directorate meetings, ensuring activity is integrated with Trust-wide communications, public policy, marketing and audience strategies, and remain flexible to work non-traditional hours and travel within the UK when required.

The current duties of this job do not require a criminal records (Disclosure Scotland) check to be carried out.

REQUIRED QUALIFICATIONS, SKILLS, EXPERIENCE & KNOWLEDGE

Qualifications

Essential

- A relevant degree or Communications specific qualification or equivalent professional experience.
- A current valid driving licence.

Experience

Essential

- Demonstrable expertise in public affairs, stakeholder engagement, advocacy or external relations activity, together with experience of delivering corporate communications activity

- Relevant qualification or relevant background experience in a similar role
- Experience of influencing high level stakeholders – internal and external
- Strong understanding of the Scottish political sphere
- Experience of managing sensitive issues
- Accomplished communicator, both written and oral
- Proactive, creative and flexible
- Strong team working skills
- Responsive to urgent situations and works well under pressure and to deadlines

Desirable

- Demonstrable experience of the Trust's core Values (brave, caring, curious, inclusive, vibrant)

DIMENSIONS AND SCOPE OF JOB

People Management

- Collaborative working relationships with colleagues across the Trust particularly within Audiences & Support, the Conservation & Policy Team and property-based experts.
- Work alongside agencies and external consultants as required to deliver strong results and excellent value for money.
- Develop excellent working relationships with internal & external stakeholders, collaborating with them to deliver outcomes that support our charity strategy, brand and values.

DIMENSIONS AND SCOPE OF JOB

Finance Management

- Manages a budget of approx. £20k annually to design and deliver key corporate publications
- Manages the external relations project budget which is still to be finalised
- Assists the Head of Communications in ensuring the team's budget allocation is used effectively

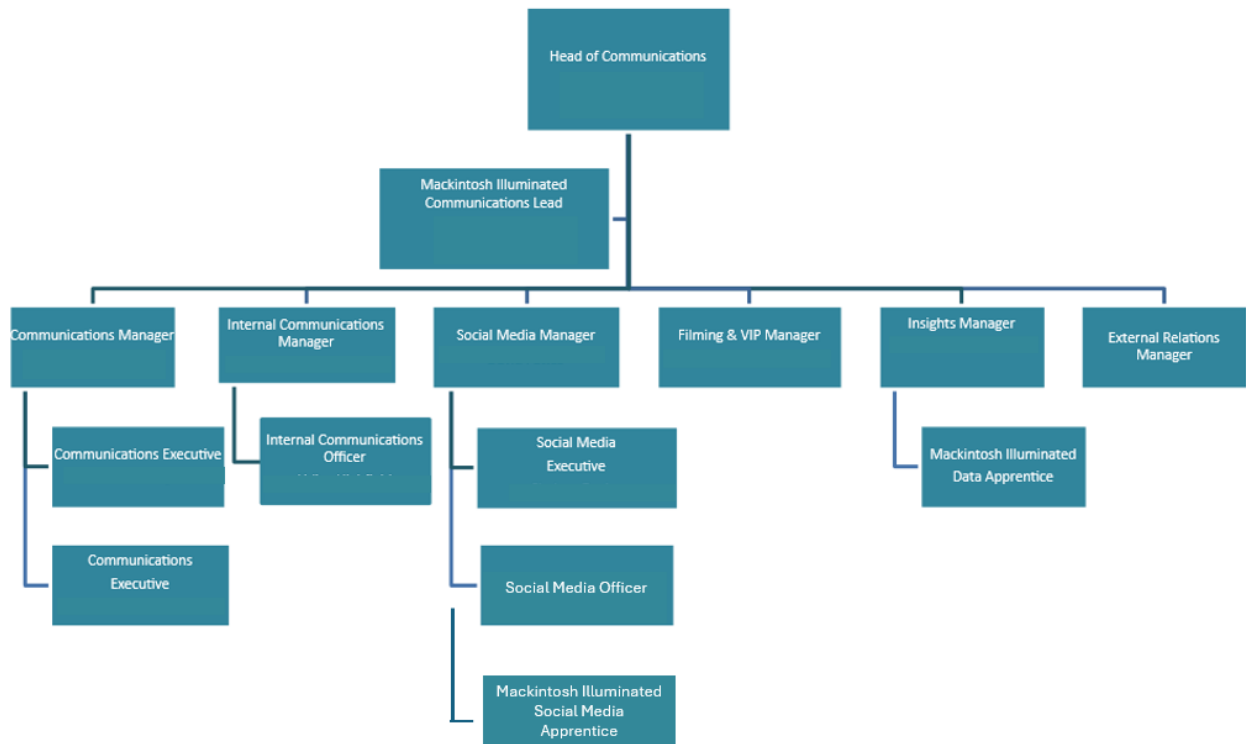
Tools / equipment / systems

- Microsoft Office systems including Sharepoint, Onedrive, Teams, Excel, Powerpoint

Key performance indicators and targets

- Contributes to Audiences & Support directorate KPIs including media reach, message placement and sentiment

Organisation chart



Workplace context

- This role will be primarily based at the Edinburgh office (currently Broadstone) and there is flexibility for hybrid working by arrangement, either from home or another Trust location. Regular travel (approx. once per week) to the Edinburgh office should be expected - for meetings and co-working sessions. Occasional travel to other Trust locations and other sites will be required. Note that as the Trust's properties are often in remote or rural locations where public transport may be limited, the ability and confidence to drive in the UK is desirable.
- Broadstone is an open plan office with workspaces spread over the first floor of a shared building, one floor. The first floor is accessible by staircases and a lift.

The Purpose, Context, Key Responsibilities, and Person Specification reflect the requirements of the job at the time of issue. The Trust reserves the right to amend these with appropriate consultation and/or request the post-holder to undertake any activities that it believes to be reasonable within the broad scope of the job or his/her general abilities.

HOW TO APPLY

Interested applicants should forward their Curriculum Vitae (CV) or an Application Form to the People Services Department (Applications) by email via workforus@nts.org.uk by Friday 30th October 2026.

Please ensure your CV includes your full name and contact details, the CV file sent to us should be titled your first initial and surname. When submitting your CV please state the position and job location of the vacancy you are applying for in the subject title or body of your email: For example, "External Relations Manager - NTS"