

Scottish Geodiversity Forum

Revealing the stories in the rocks: raising awareness of Scotland's outstanding geoheritage



Statement of requirement: Project Manager contract January-October 2017

1. The commission

The Scottish Geodiversity Forum seeks a freelance Project Manager to work on our project **Revealing the stories in the rocks: raising awareness of Scotland's outstanding geoheritage**. You will work with a small group of volunteers to manage all aspects of this project, including recruiting volunteers to write site descriptions, working with a scientific editor / image compiler to prepare material for the web, preparing material for publication and coordinating and publicising a programme of events.

2. The project

Revealing the stories in the rocks: raising awareness of Scotland's outstanding geoheritage will promote 50 places where the general public can engage with the best of Scotland's geological heritage during Scotland's year of History Heritage and Archaeology 2017. The project will be delivered in partnership with Scotland's Geoparks and other partner organisations, and is fully funded.

The project will prepare online interpretive material for each of the 50 places, produce a promotional booklet and organise a national Geoheritage Festival in October 2017 for local people and visitors to experience these places and engage with the stories they tell. The aim is to encourage people of all ages to connect with, and grow a greater appreciation of, Scotland's world-class geoheritage, and also to raise awareness of the importance of its conservation.

We will engage two freelance contractors for this project: a Project Manager (this contract) and a Scientific editor / image compiler (contract to be advertised early 2017).

Our project will highlight places that are easy to visit and explore, where we can increase awareness and appreciation – both through the stories in the rocks and landscapes, and how these have influenced people. We will:

- Compile a new section within scottishgeology.com, the existing gateway website. This will be written by specialists, and edited by a scientific editor into plain but engaging English that conveys a sense of wonder about the stories in the rocks and landscapes. The text will be illustrated by annotated, high-quality images.
- Produce a free booklet and poster, and use our existing connections with organisations such as Visit Scotland, Scottish Natural Heritage and Scotland's Geoparks to distribute these to visitor centres, attractions and museums.
- Organise a national Geoheritage Festival in October 2017 with family events, guided walks and talks across the country, with a public launch day at Dynamic Earth in Edinburgh.

Through these activities, the project encouraging local people and visitors to explore 'deep time' and the processes that have moulded Scotland's world-famous landscapes. In providing online and printed resources and events, and promoting them through social media, we anticipate that the project will reach tens of thousands of people.

3. The Scottish Geodiversity Forum

The Scottish Geodiversity Forum is a small voluntary organisation, which aims to promote Scotland's geodiversity, and seeks to widen the profile of geodiversity and influence national and local policies. We are the national forum for geoconservation groups, Geoparks and other related organisations, and interested individuals. The Forum promotes the role and value of geodiversity in education, community involvement and health, the development of tourism and the wider economy.

We have a track record of working in partnership to deliver innovative public engagement projects (e.g. Testimony of the Rocks: Journeys through Time in 2015 and the Arran Geology Festival in 2016). This project will inspire and rely on voluntary input from Forum members, our formal partner the Scottish Geoparks Partnership, and other organisations such as local geoconservation groups. These organisations have responded very positively to this proposal and can see the value of working together to promote Scotland's geodiversity.

4. Commission description

Payment £120 per day, for 25 days = £3000; start in January 2017; finish 31 October 2017.

The Project Manager will work closely with and report to a small steering group of volunteers. Together, they will be responsible for all aspects of planning and delivering the project, including:

1. Organise at least one workshop for Scottish Geodiversity Forum volunteers and partners to discuss and select the list of places to be included in the project, and engage and recruit volunteers to prepare specialist web content.
2. Recruit and co-ordinate expert volunteers to write short descriptions of each place, and provide a selection of appropriate images.
3. Manage the scientific editor / image compiler to edit written descriptions and prepare images.
4. Commission and work with a web designer to prepare a suitable template page within scottishgeology.com, and organise volunteers to upload the text and images for each place.
5. Prepare text and images for a promotional booklet, and commission and work with a designer to prepare the booklet and accompanying poster for publication. Arrange printing and distribution of booklet and poster.
6. Work with partners, volunteers and other organisations to coordinate a programme of 30 events in October 2017; arrange listings and publicise these events.
7. Liaise with Dynamic Earth and other partners to organise a launch day for the project and the national Geoheritage Festival in October 2017.

The Project Manager will plan their own schedule to the following deadlines in 2017:

end March list of places finalised and an expert volunteer recruited for each place

end June most Geoheritage Festival events arranged and programme prepared

end August materials compiled for website; draft brochure prepared

October all materials finalised for launch day

5. Person description

The Project Manager must have previous **experience** in the following areas:

- managing small projects
- working with volunteers
- managing the design, print and distribution of publications
- event management

The Project Manager will **ideally** have the following qualities:

- excellent time management and communication skills
- enjoy independent and team working
- some previous experience in web design and content (e.g. Wordpress).
- information management skills

The following attributes would be beneficial:

- knowledge of the geology and geoheritage of Scotland, and interest in this topic.

6. Conditions of employment

This commission is not a contract of employment and the successful applicant is understood to be working on a freelance basis. All personal insurance will be your own responsibility as a self-employed supplier of services to the Scottish Geodiversity Forum, and we will have no employer's liability in respect of any matter arising from the supply of services under this contract.

You will be responsible for your own income tax and national insurance arrangements, with your fee being paid without deduction of income tax and national insurance contributions. You should include your fee earned under this contract in your self-assessment return to HM Revenue & Customs.

You will be paid quarterly in arrears, subject to satisfactory delivery of agreed outcomes and on submission of a time sheet showing hours worked. You will provide your own computer, internet and office facilities. Approved expenses for travel and consumables will be reimbursed. There is no specific location requirement for this commission, but you would be expected to be able to attend occasional meetings in the central belt.

7. How to apply

To apply for this post, you should submit:

- a proposal of how you will deliver this commission, including an outline work-flow showing approximately how you would allocate the 25 days against the tasks specified above
- a statement of relevant experience
- a brief CV and the names and contact details of two referees

Applications should be in a single pdf document attachment, sent by email to Angus Miller, chair@scottishgeodiversityforum.org by 5pm on Monday 9 January.

Interviews will be held in the week beginning 16 January, in person in Edinburgh or by conference call.