

**JOB DESCRIPTION**

**JOB TITLE:** **MARKETING & COMMUNICATIONS OFFICER**

**JOB NUMBER:** MCO18

**RESPONSIBLE TO:** Marketing & Communications Manager

**RESPONSIBLE FOR:** Volunteers

1. **OVERALL PURPOSE OF JOB**

**To support Sheffield & Rotherham Wildlife Trust’s marketing and communications activities, including creating interesting, engaging content for a range of channels to promote the Trust’s work, particularly our Heritage Lottery-funded Data for Nature project, People’s Postcode Lottery-funded outdoor learning activities and digital membership recruitment campaigns.**

1. **MAIN RESPONSIBILITIES:**

**Communications planning & monitoring**

Work with the Marketing and Communications Manager in the planning of the Trust’s marketing and communications activity, including updating the Trust’s annual communications calendar with key moments, events and publicity opportunities.

Liaise with other teams within the Trust to ensure coverage across all of the Trust’s work, with particular input on our Heritage Lottery-funded Data for Nature project and People’s Postcode Lottery (PPL)-funded outdoor learning activities, as well as our nature reserves, events, campaigns, community engagement projects and membership/fundraising activities.

Take a lead in developing and delivering the Trust’s digital membership recruitment campaigns and actively supporting member stewardship. Assess the performance of our digital communications, especially membership recruitment activity, by monitoring, recording and evaluating key metrics.

Generate, edit, publish and share interesting and engaging content for a range of communications channels (e.g. website, email, social media, digital advertising, press releases, print publications and marketing materials), working with volunteers and external suppliers, such as photographers, videographers, designers and developers, where appropriate.

Help maintain and develop the Trust’s internal media and resource library (photos, videos, marketing materials, media lists and press cuttings, templates etc.)

**Digital recruitment & member stewardship**

Take a lead on developing and delivering the Trust’s digital membership recruitment strategy, working with the Marketing & Communications Manager and Head of Development to ensure business targets for membership recruitment are achieved, as well as developing the Trust’s member stewardship communications.

**Publications**

Write and edit copy, gather images and assist with content planning and proof reading for the Trust’s 16-page member magazine, *Kingfisher*, which is sent to over 5,000 members three times a year. Assist with the production of other publications and marketing materials, such as the Trust’s annual review, AGM posters and other materials/publications when needed.

**Email marketing**

Produce, send and track the success of the Trust’s monthly e-newsletter, Kingfisher Online, as well as email campaigns promoting key events and opportunities, to the Trust’s lists of email subscribers, ensuring that business plan targets, particularly for outdoor learning bookings, Data for Nature volunteer recruitment and public engagement and membership recruitment, are achieved.

Implement the Trust’s move to using MailChimp as its new email marketing provider, including working with an external designer to produce templates as well as managing recipient lists and establishing a clear process.

**Website**

Help maintain the Trust’s website, including creating new pages, posting news stories, making updates and reporting issues to the Trust’s hosting and support provider. Particularly ensure that Date for Nature and PPL pages are up-to-date and that our membership recruitment pages follow industry best practise.

Manage the Trust’s Eventbrite account, supporting other staff within the Trust in creating and managing events, including the provision of guidelines and support.

**Social media**

Design and implement a social media strategy that aligns with business goals, with particular emphasis on promoting our Data for Nature project, outdoor learning activities and digital membership recruitment.

Manage the Trust’s social media accounts (currently Facebook and Twitter), regularly posting engaging content (including photos, videos and social media graphics), managing responses, reviews and comments from the public, producing advertising campaigns (Facebook/Twitter/Google) and tracking the success of our social media presence.

Stay up-to-date with current technologies and trends in social media, design tools and applications.

**Branding & design**

Help ensure that all content and materials published by the Trust are in line with our brand and identity guidelines. Design basic graphics for use in our digital communications, support staff with the use of design templates (using Microsoft Word and Adobe InDesign) and work with external designers to create new and update existing marketing materials, such as information sheets, posters, brochures and banners. Ensure that funders’ branding is appropriately visible at event, particularly PPL-funded outdoor learning activities.

Facilitate distribution of relevant publications and marketing materials to key decision makers and partners, public venues such as libraries and tourist information, and other identified key audiences.

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| **JOB SPECIFICATION** |

This post is a key role within Sheffield & Rotherham Wildlife Trust’s marketing and communications team.

The post holder will deliver marketing and communications activities across the Trust, particularly the Trust’s People’s Postcode Lottery-funded outdoor learning activity, Heritage Lottery-funded Data for Nature project, and digital membership recruitment campaigns.

They will also help promote the Trust’s other activities and projects, including our nature reserves, events, campaigns, community engagement projects and membership/fundraising activities.

They will be expected to work with other teams across the Trust, particularly outdoor learning, Data for Nature and membership teams, to generate and prioritise content to promote key moments, events and publicity opportunities, ensuring that the Trust’s business targets are achieved.

Through the production and dissemination of this content via a range of channels – including website, email, social media, digital advertising, press releases, marketing materials and print publications – the ultimate aim of this post is to achieve business plan targets, including outdoor learning sales, membership sign ups, volunteer recruitment, campaign actions and engagement with the Trust’s work, especially our outdoor learning activities, Data for Nature project and digital membership recruitment.

The role will involve writing and editing copy, collating and editing images and creating graphics, videos and other media, sometimes working with external suppliers, to produce tailored content and sharing this through the Trust’s channels as well as with relevant partners and influencers to increase awareness of the Trust’s work and develop our member stewardship activities.

The post holder will also have responsibility for managing the Trust’s email marketing output, social media accounts (currently Facebook and Twitter) and supporting Trust staff with managing their events online using Eventbrite.

They will be expected to take a lead in implementing the Trust’s digital membership recruitment campaigns and actively support member stewardship. Assessing the performance of our digital communications, especially membership recruitment activity, by monitoring, recording and evaluating key metrics, will be crucial to the success of this role.

The role will involve working with the Marketing and Communications Manager on the planning and coordination of marketing and communications activity, tracking progress and supporting the delivery of key events. The post holder will also be expected to assist with media activities and maintaining the Trust’s website and library of media and marketing materials. This may involve working with participants, volunteers and suppliers.

The post holder will help to ensure consistency of relevant branding and messaging on all communications, materials and at events. They will be responsible for undertaking a variety of work activities, some complex and non-routine, and are expected to have the ability to work both alone and in collaboration with others in different situations.

The post holder will be expected to assist their line manager in planning the financial resources within their area of control. They will work with external contacts, often with complex queries, and will also work with suppliers and contractors – particularly designers, developers, printers, photographers and videographers – to update the website and produce engaging content.

They may (from time to time) take on committee and task team responsibilities.

The post holder is expected to have significant relevant experience, knowledge and skills, likely to be demonstrated by at least a higher level vocational qualification and/or 1-2 years relevant experience.

**DETAILS OF EMPLOYMENT**

**Salary:** £22,208.98 per annum PRO RATA (Project Officer)

**Pension:** All staff who earn over £192 per week (£833 per month) are over

22 and under pensionable age, are automatically enrolled on the

SRWT pension scheme. Following a 3 month postponement SRWT will contribute 2% and the employee must contribute 3%. After 6 month’s service, the employee will be entitled to a 9% contribution which need not be matched. Anyone who does not meet eligibility criteria will have the opportunity to join the scheme should they wish, although they will not qualify for SRWT contributions.

**Working Hours:** The working week for this post is currently 30 hours, exclusive of lunch breaks. The post will involve some evening and weekend work for which time off in lieu can be taken. Flexi-time does not apply although informal arrangements can be made at the Chief Executive’s discretion.

**Location:** The post will be based at the Trust’s Headquarters, at Victoria Hall. However it is expected that the postholder will occasionally visit other SRWT premises and project sites and will work throughout Sheffield and Rotherham.

**Probationary Period:** All new employees are required to undertake a period of probation for 6 months, in which they will be expected to establish their suitability for the post**.**

**Annual Leave:** Annual leave entitlement is pro rata for all part time staff. 20 days holiday, plus 3 days to be taken between Christmas and New Year, plus bank holidays pro rata. Staff will also receive a holiday bonus of 1 day per year for the first five years of continuous service up to a maximum of 25 days per year.

**Length of Contract:** The post is permanent, subject to funding.

**Transport provision:** Trust staff are required to use public transport wherever practical. (Please read SRWT environmental policy for further guidance). However the postholder will have use of a pool of Trust vehicles when needed.

**Equal Opportunities:** Sheffield & Rotherham Wildlife Trust is striving to be an equal opportunities employer and selection of applicants is based on merit. Please refer to our policy document for further details.

**DBS Assessment:** This post does not require a DBS check at a basic level (exempt from Rehabilitation of Offenders Act, 1974).

**PERSONSPECIFICATION**

**Please note it is not expected that applicants would necessarily have all of the experience and skills as detailed below but this checklist will be used as to help assess suitability for the post.**

**EXPERIENCE**

* At least 1-2 years’ experience in communications and marketing, creating content for a range of channels, including publications, press releases, email, social media and web content
* Experience of social media account management
* Experience of email marketing
* Experience of writing for printed materials and/or publications
* Experience of using website content management systems
* Experience of briefing and managing volunteers and contractors

*Desirable*

* Experience of working within a membership-based organisation

**KNOWLEDGE/QUALIFICATION**

1. Higher level qualification, at least at Level 3, or equivalent experience in addition to above
2. Knowledge of social media and the digital communications landscape
3. Knowledge of basic branding and design principles
4. Knowledge of marketing and communications practises
5. General office and administration procedures
6. Word processing, spreadsheet and database packages (preferably Microsoft Word, Excel and Windows)
7. Knowledge of the work of the Wildlife Trust, the natural environment and biodiversity

*Desirable*

* Knowledge of Adobe Creative Suite, Eventbrite and MailChimp
* A full driving licence would be advantageous

**SKILLS**

* Excellent writing, editing and storytelling ability on a range of platforms
* Ability to generate interesting and engaging stories
* Excellent presentation skills
* Excellent interpersonal skills and ability to communicate verbally accurately and politely
* People management and motivation outside of line management structure
* Be numerate, accurate and consistent, with attention to detail
* Work co-operatively as part of a team
* Be able to communicate and engage with a wide range of people and organisations

**PERSONAL QUALITIES**

* Well organised and can manage workload under pressure and to deadlines
* Maintain high levels of enthusiasm and maintain motivation
* Positive and helpful personality
* Inventive and ‘can do’ mentality
* A willingness to undertake training and adapt to rapidly changing situations
* Calm, tactful, diplomatic and courteous
* Thorough and disciplined approach to work
* Punctual and smart