



**Sheffield &
Rotherham**

APPLICANT PACK: MARKETING & COMMUNICATIONS MANAGER

NOVEMBER 2021



ABOUT SHEFFIELD & ROTHERHAM WILDLIFE TRUST

Sheffield & Rotherham Wildlife Trust is one of 46 Wildlife Trust working for wildlife across the UK. We are a registered charity and company, with a Board of 13 Trustees drawn from our membership. We are part of the local community, working to protect and enhance the natural environment of Sheffield and Rotherham for the benefit of people and wildlife. For over 30 years we have protected important wildlife, habitats and green spaces that matter to local people. We directly manage 16 Nature Reserves, thanks to our many volunteers, including the internationally important moorland at Blacka Moor, the much-loved Wyming Brook, the beautiful woodlands at Greno Woods and the locally important 'space to breathe' at Sunnybank.

Every year we engage with thousands of people of all ages, and have nearly 6,000 subscribing members and a rapidly growing social media following. We reach out to communities in some of the most deprived parts of the country through our Natural Neighbours programme. We run an Outdoor Learning Service for children and young people of all ages and abilities and we work with older, vulnerable, isolated adults to support them engaging back in to their communities through our Wild@Heart nature programme.

Recent projects include the delivery of natural flood risk management schemes with the Environment Agency on the Rother, recording the return of the otter along the River Don and producing the first ever State of Nature report for Sheffield. We are the lead partner for the successful Sheffield Lakeland £4 million Heritage Fund landscape partnership. We also take action for wildlife and green spaces under threat, supporting other groups and working with local people to campaign on issues that threaten our natural environment and local wildlife. Recent campaigns include opposing a Motorway Service Area on the Local Wildlife Site and ancient woodland at Smithy Wood, asking for a Street Tree Strategy for Sheffield and the retention of the Chelsea Road elm tree. We are also working together with other Wildlife Trusts to call for a 'Wilder Future' and a new strong Environment Act.

To find out more about our work please take a look at our website here: <https://www.wildsheffield.com/>

Wildscapes Consultancy (both a CIC and part of the Trust) works to improve places for people and wildlife by providing a range of land management and ecology services. Profit generated by the social enterprise is re-invested back in to the Trust's charitable activities - into our Nature Reserves, wildlife and habitat conservation, community engagement and campaign work.



JOB DESCRIPTION

JOB TITLE: Marketing and Communications Manager

JOB NUMBER: MM21

RESPONSIBLE TO: Chief Executive

RESPONSIBLE FOR: Communications Officer, Graphic Designer, Casual Communication Staff, volunteers

OVERALL PURPOSE

To lead, co-ordinate and deliver effective marketing and communications across the Trust in order to grow our profile, membership, individual giving and income generation.

To work across the Trust, especially our Fundraising, Membership Recruitment & Engagement Teams and Wildscapes Consultancy.

The post will be responsible for the overall management of the Trust's marketing literature, PR, website, social media activity and customer relations database ensuring consistency of quality and branding in all our communications.

MAIN RESPONSIBILITIES:

Work with the CEO, Head of Fundraising & Engagement and across the Trust to develop and implement a Trust-wide Marketing and Communications plan with the aim of increasing membership, individual giving and income through a greater take up of our services by our customers.

Line manage and support the Communications Officer (and casual support as required) to deliver aspects of the Marketing and Communications Plan, with a focus on digital membership recruitment, outdoor learning sales, content generation for the web, social media campaigns and the production of Kingfisher magazine, literature and press releases.

Co-ordinate and analyse marketing intelligence in terms of income generation and contact targets, to monitor value for money and to develop new marketing campaigns eg using google analytics, customer relations database, surveys, market research, team sales, web page hits, social media stats, new memberships.

Use the Trust's customer relations database to provide marketing intelligence to improve our offer and to inform future marketing activity and product development. Work across teams to ensure good practice in data protection of our customers and members records.

With the Communications Officer, manage the Trust's website and social media, maintaining a high quality, up-to-date presence that reflects our brand and promotes our services. Grow our digital membership recruitment and ensure opportunities for customers to book, join, donate and pay online are integrated with our marketing and promotions.



JOB DESCRIPTION CONTINUED

Implement the Trust's brand protocol, liaising with the Wildlife Trusts nationally, and ensure it is applied consistently across the Trust's marketing and communications materials

Actively work with the Fundraising, Membership and Engagement Teams, to develop and deliver strong marketing campaigns that demonstrates the need for, and impact of our work. Maximise opportunities for the Trust to promote membership and individual giving as well as engage with our members and the general public, including supporting our programme of public events, guided walks, family activities, members activities and presence at shows etc.

Particularly support the Outdoor Learning Team, by developing and delivering marketing campaigns to promote their offer, reach new customers and inform future service development. This work is supported by The Peoples' Postcode Lottery.

Support the Trust's Planning and Advocacy team with campaigns and communications to grow campaign engagement and people taking action for nature

With the Communications Officer, work across the Trust to seek out press stories that promote the conservation and advocacy work of the Trust, helping the public learn about, understand and value wildlife and nature, and promote opportunities for people to volunteer, visit and enjoy our Nature Reserves.

Support the Trustees, CEO and Executive Team in responding to press enquiries and managing any negative stories

With the CEO and Head of Development (for Fundraising complaints), ensure customer complaints are dealt with appropriately by the Trust, following the Trust's compliments and complaints procedure.

Manage the marketing and communications budget and other Trust resources as efficiently and effectively as possible.

Support the Trust's Wildscapes Consultancy Marketing Officer to market their services, to grow their customer base and increase income generation.

General Duties

Work to and promote the Trust's Charitable Objectives, Strategy, policies and procedures, including the Trust's culture statement

Present a professional image of the Trust at all times



PERSON SPECIFICATION

Experience

At least 3 years' experience in a relevant role including:

- Leading, developing, delivering and monitoring marketing campaigns and communications in a similar situation eg social enterprise, charity, membership organisation, relevant commercial enterprise
- Delivering successful marketing campaigns with a proven track record of results to increase sales, donations and/or or membership recruitment
- Using marketing intelligence to inform and improve marketing campaigns and raise profile
- Managing and developing content for a range of marketing channels include websites, social media, magazines, press releases, working with designers
- Budget management, working with suppliers, casual contract staff

Desirable

- Experience of database management and market segmentation
- Co-ordinating and managing events, including virtual events

Knowledge

- Relevant degree, CIM Certificate or equivalent
- Excellent understanding of marketing, how to raise awareness and increase sales
- Excellent understanding of how to collect and use marketing intelligence to improve segmentation and targeting
- Good working knowledge of data protection and managing marketing preferences
- Good understanding of budget and financial management
- Confident in IT including web CMS, SEO, social media, CRM database software, virtual meeting/ event software

Skills

- Ability to develop clear, effective e-marketing/marketing campaigns within a limited budget that deliver results
- Excellent communication and interpersonal skills – including the ability to write clearly and concisely, and to work constructively with people from a wide range of backgrounds.
- Ability to organise and prioritise your own workload effectively and work largely under your own initiative
- Ability to plan, organise, motivate and guide others.
- Excellent attention to detail, accuracy of information and quality of design

Personal Qualities

- Energetic and enthusiastic to deliver for the Trust and our work – a strong personal interest in nature, wildlife and the environment
- Actively seeks out promotional opportunities and explores new ideas
- Self-motivated and able to use own initiative as well as work as part of a team
- Well-organised, systematic approach to work
- Can work to deadlines and in a busy working environment



DETAILS OF EMPLOYMENT (NOVEMBER 2021)

Salary: £29,999.65 per annum, pro rata (Programme Manager)

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, from 6th April 19 onwards this is based on a total of 8% minimum level, 3% by SRWT and 5% by employee.

After 6 month's service (subject to successful probationary period), 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 22.5 – 30 hrs (to be agreed with the successful candidate), exclusive of lunch breaks. The post may involve some evening and weekend work for which time off in lieu can be taken. Flexi-time arrangements can be made at the line manager's discretion.

Location:

The post will be based at the Trust's main office on Stafford Road. Staff have the opportunity to blended working combining home and office working. However it is expected that the post holder will be required to visit other 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: 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 full time service up to a maximum of 25 days per year. Annual leave entitlement is pro rata for all part time staff.

Length of Contract: Permanent, subject to funding.

Transport provision: Trust staff are required to use public transport wherever practical. However the post holder 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 request the full policy document for further details.

