

South Yorkshire Woodland
Partnership



**Sheffield &
Rotherham**
Wildlife Trust

APPLICANT PACK: MARKETING AND COMMUNICATIONS OFFICER

SEPTEMBER 2022



Department
for Environment
Food & Rural Affairs

**Heritage
Fund**



Forestry Commission



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.



ABOUT SOUTH YORKSHIRE WOODLAND PARTNERSHIP

Sheffield and Rotherham Wildlife Trust is the secretariat for the **South Yorkshire Local Nature Partnership**. The South Yorkshire Local Nature Partnership (SYLNP) is a network of organisations from across the voluntary, public and private sectors of South Yorkshire working together to achieve the vision:

“South Yorkshire’s natural environment is valued, enhanced, celebrated and enjoyed by everyone and is recognised for the essential contribution it makes to the local economy and peoples’ quality of life.”

The SYLNP has an adopted [Terms of Reference](#) but is not a constituted body nor does it have any funds or resources of its own. Sheffield and Rotherham Wildlife Trust (SRWT) is therefore acting as the host and accountable body for the SYLNP for this project. Therefore, this post is employed by SRWT and subject to the Trust’s Terms & Conditions of employment.

The **South Yorkshire Woodland Partnership** was established in 2020 in recognition of the ambitions of local partners to accelerate woodland creation across the region in response to the climate and nature emergencies as well as the community’s growing demand for greater access to natural green spaces in light of Covid19. The partnership is made up of the SY Mayoral Combined Authority, the Woodland Trust (Linking in to the Northern Forest), the four Local Authorities (Sheffield, Barnsley, Doncaster and Rotherham) and SRWT, with advice and support from the Forestry Commission.

More information is available here: <https://www.wildsheffield.com/discover/sy-woodland-creation/>

ABOUT THE ROLE

This post is supported by the Trees Call to Action Fund for up to three years from 2022 to March 2025.

The post-holder will contribute to the target of increasing woodland cover by 250 ha in South Yorkshire by leading and co-ordinating the Partnership’s communication and marketing activity. This will focus on private landowners but also a wide range of people and organisations, from businesses, public bodies as well partners, the local community and other stakeholders.

The role will involve working with the SYWP Programme team and a wide range of partners to lead, plan and deliver marketing and communication activities in relation woodland creation in South Yorkshire.

The postholder will produce tailored content and share this through a variety of channels in order to reach key audiences eg through face to face or online events, social media, web content, press releases. social media accounts (such as Facebook and Twitter).

The role will be line managed by, and work closely with, the SYWP’s Senior Project Officer in order to plan and coordinate marketing and communications activity. The postholder will also ensure that all marketing and comms activity is tracked for its impact in order to report to funders and the Partnership. There will also be responsibility for the development and management of further web resources to support the objectives and targets of the community engagement component of the SYWP project plan, led by the Community Forestry Officer.



ABOUT SOUTH YORKSHIRE WOODLAND PARTNERSHIP

The post holder will work closely with SRWT's Marketing & Comms team to ensure consistency of relevant branding and messaging on all communications, materials and at events. The post will be based in Sheffield with the Sheffield and Rotherham Wildlife Trust but active throughout South Yorkshire region within the Northern Forest area.

To support this exciting programme, we are seeking an enthusiastic individual with experience in a similar role developing and creating marketing and communication content across a range of channels, ideally working with partners to achieve a greater impact. You will have a level 3 or equivalent qualification in a relevant subject and a good understanding of data protection. You must also be able to demonstrate excellent communication skills and ability to adapt messages to different target audiences. The successful candidate must also have a good working knowledge of software such as Word Press, MailChimp or similar. You will need to be positive, flexible and creative to respond to partners and the programme team when opportunities arise, and committed to the Partnership's aims of woodland creation.



JOB DESCRIPTION

JOB TITLE: SY Woodland Partnership Marketing and Communications Officer

JOB NUMBER: SYWC MC22

RESPONSIBLE TO: SY Woodland Partnership Senior Project Officer

RESPONSIBLE FOR: N/A

OVERALL PURPOSE

Following the success of our bid to the Trees Call to Action Fund (TCAF) South Yorkshire Woodland Partnership (SYWP) aims to create more than 250 hectares of new woodland by 2025.

This role will co-ordinate and deliver effective multichannel marketing communications to target key audiences in support of our aims to significantly increase woodland cover across the region.

The role will focus on the engagement of private land owners in order to promote the services available from the SYWP in order to bring forward and develop woodland creation projects. There will also be communication to the wider public of the benefits and progress of woodland creation, associated projects and the work of the SYWP and its partners.

MAIN RESPONSIBILITIES:

- Work with the Senior Project Officer as well as the wider team and SYWP partners, plan and develop the SYWP's marketing and communications plan
- Deliver marketing and communications activity, including updating an annual communications calendar with key moments, events and publicity opportunities.
- Liaise with team and other partners to ensure coverage across all of the SYWP's work, with particular input on TCAF activities, including community engagement projects.
- Take a lead in developing, monitoring, recording and evaluating key metrics for the Partnership's communication, engagement and marketing activity, liaising closely with the Community Forestry Officer (an external role engaged to support TCAF).
- Develop and manage the Partnership's webpages and additional web resources to promote the work of the Partnership and in particular to support the objectives and targets of the community engagement components of the SYWP project plan.
- Design and implement a social media strategy that aligns with business goals, with particular emphasis on promoting SYWP and link to the Trust's and other partners' accounts.



JOB DESCRIPTION CONTINUED

- 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 Partnership's media and resource library (photos, videos, marketing materials, media lists and press cuttings, templates etc.)
- Help ensure that all content and materials published by the SYWP are in line with SRWT's brand and identity guidelines and those of the wider partnership. 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 required under terms and conditions is appropriately visible.
- Facilitate distribution of relevant publications and marketing materials to key decision makers and partners, public venues, and other identified key audiences.

Other Duties

- Work to and promote the Trust's charitable objectives, strategy, policies and procedures, including the Trust's culture statement.
- Undertake any other duties as required by your line manager that are commensurate with the skills and responsibilities of this post.
- Where appropriate, promote membership of the Trust.
- Present a professional image of the Trust at all times.



PERSON SPECIFICATION

CRITERIA	ESSENTIAL (E) or DESIRABLE (D)	STAGE CRITERIA IS ASSESSED
EXPERIENCE		
Experience in communications and marketing, creating content for a range of channels, including publications, press releases, email, social media and web content, which may be demonstrated by 1-2 years' experience in a similar role.	E	A/I
Experience of developing, delivering and monitoring a marketing campaign with a proven track record of impact	E	A/T/I
Experience of social media account management eg Twitter, Facebook	E	I
Experience of email marketing and use of MailChimp or similar	E	I
Experience of writing for printed materials and/or publications	E	A/I
Experience of using website content management systems eg Word Press	E	A
Experience of leading a marketing campaign	D	A
Experience of working within a Partnership	D	A
Experience of briefing suppliers	D	A
KNOWLEDGE/QUALIFICATIONS		
Level 3 or equivalent qualification in a relevant subject, or experience in addition to the above	E	A
Driving license or ability to travel to sites across SY	E	A
Good working knowledge of marketing and communications practises including how to identify and reach target audiences and adapt messages as required	E	T/I
Good working knowledge of data protection and its application to marketing	E	A
Good working knowledge of social media and the digital communications landscape	E	I
Knowledge of basic branding and design principles	E	I

Assessment stages:

A = Application

I = Interview

T = task



PERSON SPECIFICATION

CRITERIA	ESSENTIAL (E) or	STAGE CRITERIA
	DESIRABLE (D)	IS ASSESSED
Excellent working knowledge of IT (Microsoft Word, Excel and Windows) WordPress, Eventbrite and MailChimp	E	A
Knowledge of Adobe Creative Suite,	D	A
Knowledge of the work of the conservation sector, the natural environment and biodiversity	D	T/I
Knowledge of the benefits of woodland creation for people and nature	D	T/I
SKILLS		
Excellent organisational skills, an eye for detail and ability to multi-task	E	I
Excellent writing, editing and storytelling ability on a range of platforms - able to generate interesting and engaging stories	E	I
Excellent presentation skills	E	I
Excellent interpersonal skills and ability to communicate verbally accurately and politely	E	I
People management and motivation outside of line management structure	E	I
Be numerate, accurate and consistent, with attention to detail	E	A
Work co-operatively as part of a team	E	I
Be able to communicate and engage with a wide range of people and organisations	E	I
PERSONAL QUALITIES		
Well organised and can manage workload under pressure and to deadlines	E	I
Maintain high levels of enthusiasm and maintain motivation	E	I
Calm, tactful, diplomatic and courteous	E	I
Thorough and disciplined approach to work	E	I



DETAILS OF EMPLOYMENT (SEPTEMBER 2022)

Salary: £24,859.99 pa pro rata (0.4 FTE) Project Officer grade

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 period. SRWT will contribute 3% and the employee 5%.

After 6 month's service the employee will be entitled to a 9% employer 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 15 hours, 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:

Sheffield & Rotherham Wildlife Trust, Victoria Hall, 37 Stafford Road, Sheffield, S2 2SF.

Staff have the opportunity to blended working combining home and office working.

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: Fixed term to 31st March 2025

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.



WORKING FOR SRWT

The Trust has a suite of policies and procedures that are designed to provide a framework for how we work and support our staff. The following are particular areas that we have given focus to under our current strategy.

CARBON REDUCTION

The reality and threat of climate change is sadly increasing year on year. Alongside our work to tackle the nature emergency in Sheffield & Rotherham, we are also working to help tackle the climate emergency.

We are doing this through our strategic work, by delivering nature-based solutions that can help lock up carbon and manage flood risk for example. But in addition to that, we are reviewing our day to day operations to seek opportunities to reduce our own carbon footprint wherever we can.

Our strategic ambition is to be zero carbon by 2030 and are currently working to an action plan to help us identify and prioritise where we can reduce our carbon emissions before then turning our focus on how we can offset emissions and use our extensive knowledge & experience of working to protect nature, to implement nature-based solutions that lead to carbon sequestration.

EQUALITY, DIVERSITY & INCLUSION

We believe that equality, diversity and inclusion is an essential part of what we do and how we achieve our vision for wildlife. Our workforce, volunteers, and the communities we work with deserve equality of opportunity, benefit from embracing diversity and thrive in an inclusive environment.

The Trust is committed to providing equality of opportunity, addressing lack of diversity and creating an environment that promotes inclusivity. We do not tolerate discrimination, harassment and bullying and aim to provide a working environment where opportunities for recruitment or progression are based solely on merit.

SAFEGUARDING

Sheffield and Rotherham Wildlife Trust is deeply committed to safeguarding and promoting the welfare of all children, young people and adults involved in our work across the Trust.

The Trust delivers a range of activities for children, young people and adults that includes some risk of harm. We come in to contact with many people as we undertake our day to day work right across the Trust - from responding to customer enquiries, recruiting members, helping the public on site, delivering activities or supporting a placement student or volunteer. In view of this our safeguarding policy & procedures form a thread across all staff and teams from recruitment to the day to day work we carry out.

Our Safeguarding Group plays an important role in leading our safeguarding activity and all staff carry responsibility in their work. We apply to the Disclosure & Barring Service for an appropriate level of disclosure, and also seek references for successful candidates. All staff take part in a safeguarding induction and identified roles undertake more specific safeguarding training.

