



## Communications and Content Officer

### Introduction

Warwickshire Wildlife Trust (WWT) is one of the 46 UK Wildlife Trusts. Established in 1970 we are a grass roots organisation governed by 14 trustees elected from a membership of 30,000 people, 99% of whom live in the county, and supported by over 900 volunteers. We manage an estate covering 1,000 ha in Warwickshire, Coventry and Solihull and no one living or working in that area is more than 6 miles from one of our 67 nature reserves.

As members of the influential network of Wildlife Trusts, we are part of a collective covering the whole of the UK with 870,000 members, 32,500 volunteers, 2,500 staff and 600 trustees all working together through a central unit, the Royal Society of Wildlife Trusts (TWT). Together we are on a mission to restore a third of the UK's land and seas for nature by 2030. We believe everyone, everywhere, should have access to nature and the joy and health benefits it brings. Each Wildlife Trust is an independent charity formed by people getting together to make a positive difference for wildlife, climate and future generations. Together we care for 2,300 diverse and beautiful nature reserves and work with others to manage their land for nature, too.

WWT has an ambitious ten-year strategy. We have a bold goal that, by 2030, nature will be in recovery with abundant and diverse wildlife everywhere, and that natural processes will be creating wilder landscapes where people and nature thrive.

We are looking for an amazing communications and content officer to bring to life our ambition of more space for nature, with more people on nature's side by telling stories, running campaigns and mobilising communities to reach our goal of 1in4 people acting for nature. This post will help the marketing and communications team to develop a bold and confident voice to increase our impact and influence, alongside changing our language to be more accessible, engaging and inclusive for a wide range of audiences.

As well as creating amazing content and project managing the Wild Warwickshire membership magazine, you will also build relationships with journalists, deal with media enquiries and seek out PR opportunities to promote the Trust. You will work across all Trust departments to find our stories and use these to showcase our work, alongside working externally with others who are making space for nature and acting for wildlife, using these stories to inspire action from our audiences.

If you are an experienced communicator with a passion to use your skills to help us to tackle the environmental crises by inspiring local action, then we'd love to hear from you. In return we can offer you a varied role, daily interaction with highly committed colleagues passionate about their work and a base set in the heart of our largest nature reserve at Brandon Marsh.



## Job Description

<b>Accountable to:</b>	Marketing and Communications Manager
<b>Location:</b>	Brandon Marsh Nature Centre, Coventry
<b>Salary:</b>	2b £ 24,856 - £34,014
<b>Responsible for:</b>	Marketing and communications volunteers
<b>Liaison with:</b>	Colleagues at Warwickshire Wildlife Trust and across the Royal Society of Wildlife Trusts (TWT), volunteers, members, supporters, third party agencies and consultants
<b>Hours:</b>	Full time, 35 hours per week

## Role purpose

To support the Trust's 2030 strategic objectives of making more space for nature, with more people on nature's side, by creating engaging and inspirational content and communications that will help us to communicate our strategy, with the ultimate aim of reaching, engaging with and inspiring 1in4 people to act for nature.

## Main Responsibilities

### Brand, Tone of Voice and Creative

- Help to build the Trust's tone of voice and key messages, ensuring all internal and external communications adhere to brand guidelines and messages are on brand to support the Trust's strategy.
- Create content for a variety of audiences and channels, taking into account accessibility needs and reading ages, using the Flesch Kincaid reading system, ensuring the Trust's language is clear and accessible to all
- Ensure all Trust communications have EDI and accessibility at their heart, following guidelines on best practice, keeping knowledge up to date and sharing this best practice across the Trust.
- Manage relationships with external creative agencies on the updating of existing collateral and creation of new collateral that increases public awareness of the Trust to new and existing audiences.
- Provide marketing and communications/media support, advice and training of specific software to all departments and teams across the Trust.
- Use design software such as Photoshop, Canva, InDesign, video and audio software to create engaging and on brand content



## **Membership Communications**

- Support the production of the Trust's members magazine, working with the Marketing and Communications Manager to create content, edit and proofread, ensuring that the full range of the Trust's work is represented and aligned to the strategy.
- Work closely with the Membership Manager and the Digital Marketing Officer to shift membership communications to a digital focus, to assist with cost saving, accessibility, tracking, analysis and to reduce the Trust's carbon footprint.
- Work closely with the Membership Manager and external designers, to ensure the membership packs sent to all new members are up to date, on brand and represent the Trust's #TeamWilder ethos and strategy. Make changes to this pack as necessary and manage the budget spend and process throughout each year.
- Work with membership team to update Adopt a Species content, commission new assets, and increase revenue through online sales.

## **Media, PR and Campaigns**

- Work closely with colleagues within WKWT, across the movement, within RSWT and with external agencies and other ENGO's to localise national campaigns, making them relevant to our audience, members and campaign contacts.
- Build and manage relationships with local and national journalists and media/content producers, creating opportunities for media, editorial and PR coverage to help progress the Trust's work and communications. Monitor and record all press activity.
- Collaborate with WKWT project teams, partners and funders to produce news stories in line with external brand guidelines.
- Identify, write and release local news stories and Trust press releases, and adapt and localise RSWT national press releases to maximise press exposure where possible.
- Create, design, develop and analyse organic advertising campaigns that promote the Trust's work, increase footfall to our visitor centres, increase event attendance and drive up our membership recruitment.
- Work with the Digital Marketing Officer and the Campaigns Officer, to run offline and online campaigns on local environmental issues that impact wildlife and local people
- Be the content lead for national campaigns such as 30 Days Wild and 12 Days Wild, Creature Count Big Wild Walk, creating email content, web content, shortform video content, organic social media engagement content, and managing delivery of the campaign plans.

## **#TeamWilder and engaging 1in4**

- Implement behaviour change principles into Trust communications, designed to increase awareness of the ethos and to encourage participation with #TeamWilder actions.
- Work closely with the Action for Nature team, #TeamWilder Director, Campaigns Officer and Digital Marketing Officer, to create content designed to mobilise our current and new audiences to take action for nature and to build a #TeamWilder community of people acting for nature.
- Work with RSWT and external design agencies, to create a range of localised toolkits to support people acting for nature



- Stay up-to-date and informed on marketing and communications trends and new opportunities and share these with the wider Marketing and Communications team.
- Attend and take part in relevant and up to date behaviour change training, to ensure best practice within #TeamWilder communications.

### **Internal Communications**

- Work with the Marketing and Communications Manager to improve internal communications across the Trust to support agile working.
- Work with Trust teams to gather stories and encourage the sharing of content for use in the Trust's marketing, communications and campaigns
- Take a lead role within the Trust to train and assist teams and projects in the use of e-platforms, to ensure GDPR complaint communications across the Trust, sharing best practice and designing email templates for ease of use and brand compliance.

### **Website, Email Marketing and Social Media**

- Manage the Trust's social media strategy to ensure fair airtime to all teams and projects, paying close attention to new and updated social media algorithms, rules and regulations, ensuring our posts gain the most exposure as possible.
- Analyse organic social media activities and results, reporting those results back to relevant teams to help understanding of positive or negative engagement.
- Manage all Trust social media accounts, being the lead on all organic social media content. Create inspiring messaging and stories to be used across our online channels, including ads, videos and social posts, increasing the Trust's brand awareness and engagement with new, strategically identified audiences.
- Manage the creation and send of the fortnightly Nature News e-newsletter, analysing results from all sends and stories and make improvements with suggestions from the Digital Marketing Officer.
- Manage the creation, hosting and promotion of the Trust's podcast, ensuring new content is created regularly, helping the Trust to reach a new audience.
- Create, research, design and write website and online content that supports our strategy
- Create, design, write and build Mailchimp campaigns for membership communications, volunteer newsletters, and education/schools newsletters, ensuring brand, GDPR and bulk email compliance.
- Manage the Trust's blog page and news articles, to drive website traffic, engagement and to help increase footfall to the Visitor Centres.
- Plan, create and implement email supporter journey content as a follow on from the Digital Marketing Officer's lead generation campaigns.
- Monitor social media and marketing email inboxes, respond to enquiries and complaints on a daily basis and monitor for controversial topics which may impact the Trust's reputation. Formulate and share responses when appropriate.
- Manage the event promotion across relevant channels and communicate regularly with event owners to promote understanding of event performance.
- Administrate website/CMS and use Search Engine Optimisation to drive traffic to the Trust's website.



- Administrate Mailchimp account to meet GDPR requirements, ensure smooth customer experience, and minimise costs associated with the account.

## **Other**

- Commitment to professional and personal development, undergoing training and performance review as required by the Trust
- Comply with Trust policies and procedures, and ensure compliance of your direct reports
- Comply with the Trust's Equal Opportunities Policy and to promote equal opportunities
- Comply with all legal and contractual obligations related to your post
- Carry out any other reasonable duties commensurate with the level of responsibility of the post, as requested by your line manager or the CEO
- Publish job listings and support HR department and other teams with recruitment via website and social media.
- Create and edit job packs in InDesign for recruitment purposes across the Trust.
- Attend WKWT events such as the AGM to create content for social media, website, magazine and email.

## **Person Specification**

### **Competencies**

### **Skills**

#### **Essential**

- Excellent written and verbal communication skills
- Content creation/storytelling
- Project management
- Educated to degree or equivalent level
- Proficiency with Microsoft Office suite
- Experience using Creative Suite design software including Photoshop, InDesign, Premier Rush or equivalent software to create marketing assets
- Strong organisational skills and good attention to detail
- Ability to write engaging copy for a variety of channels and formats
- Editing and proof-reading
- Good creative judgement
- Strong time management skills

### **Knowledge**

#### **Essential**

- Visual marketing/design



- Content creation
- Data legislation and GDPR in relation to marketing and communications Broad understanding of current conservation issues locally and nationally

#### **Desirable**

- CIM or alternative marketing and communications qualification

#### **Experience**

##### **Essential**

- Delivering engaging and creative multi-media communications, campaigns and content
- Working with external agencies
- Working in a team as well as managing own time
- Experience of producing content for blogs and social media channels

##### **Desirable**

- Charity sector background
- Experience working for a conservation or membership organisation

#### **Personal Qualities**

##### **Essential**

- High level of proactivity, with the ability to develop and deliver content and messaging
- Self-motivated, flexible, well organised and able to meet tight deadlines
- Works effectively on own initiative and as a member of a team
- Able to work under pressure and assume responsibility for decision taking
- Relevant diploma, degree (or equivalent) or relevant work experience
- Demonstrate support/empathy for the Trust and its purposes and commitment to WWT values

##### **Other**

- A full driving licence, occasional regional and national travel