

## COMMUNICATIONS OFFICER

### Job Description and Person Specification

**Reports to:** Head of Fundraising, Marketing and Communications  
**Contract:** Permanent  
**Hours:** 37.5 per week Monday to Friday  
**Based at:** Elm Tree Court, Devizes with some home working available

#### JOB PURPOSE

The Communications Officer is a crucial role that will contribute directly to raising the profile of the Trust within Wiltshire and beyond, helping us to achieve our aims of standing up for wildlife, and promoting sustainable living and wellbeing in people through a deeper connection with nature.

As part of the wider Fundraising and Engagement Directorate, the role-holder will ensure the Trust increases our number of supporters of different types, is able to better engage with current and new supporters, build financial and non-financial support for our mission, monitor and improve performance and make our digital communications more effective.

#### DIMENSIONS

This position reports directly to the Head of FMC. Working with a set expenditure budget and digital performance targets. There are no direct line management responsibilities. Some training of staff and supervision and coaching of volunteers is required.

They will be responsible for managing the day-to-day maintenance of the website, email and social media platform content. They will provide a central point of contact for other staff teams and volunteers with queries regarding communications activity and requests and manage responses.

#### MAIN DUTIES AND RESPONSIBILITIES

##### Comms Strategy:

- Contribute to a strategy for engaging and growing our audiences, inspiring them to take action and support WWT in a variety of ways
- Seek opinions and requests from FMC and other staff to feed into comms strategy



## Website:

- To manage and consistently develop and review up-to-date, engaging website content and functionality based on organisational objectives and analysis of user traffic and feedback. To include SEO, improvements to user journeys, sourcing guest bloggers/vloggers, making accessibility improvements, promoting events and fundraising, sourcing images from the Trust media library and more according to requirements from other teams.
- Maintain the Google Ad Grants account, implementing and monitoring Google Ads campaigns.

## Social Media:

- To drive engagement through all our social channels, working to a cross-platform strategy. Manage the team's social content plans and schedule posts ahead of time.
- To create content for social media posts – to include both photos and videos.
- To manage, monitor and respond to key social platform interactions and email inboxes and assist other teams with their own social media pages and groups as required, taking advice from Head of FMC and others on responses as necessary.
- To implement and monitor paid social media advertising campaigns using Meta Ads Manager and other platforms
- To build relationships online with influencers and similar local organisations and funders.
- To regularly review which social channels the Trust uses and explore whether we might achieve more engagement via adding or substituting other channels. Make and discuss any necessary recommendations for changes

## Analysis and Reports:

- To regularly log and create reports on key performance indicators for social, membership sign ups web and email performance, including Google Analytics data. Highlight key trends, metrics and suggested actions in quarterly management reports.
- To produce a quarterly Marketing & Comms report
- To manage external appearances online, building relationships with digital influencers.
- To manage segmented lists on our email platform - testing and sending standard email replies and data matching.
- To manage our Mailchimp account and regularly benchmark against the competition

## Creative Content:

- To write regular e-newsletters for supporters and other emails as requested such as appeal emails working alongside the fundraising team, and campaign emails if needed.
- To create both short form and long form visually engaging content for campaigns, appeals, applications and social media, through taking photos and videos on nature reserves. Writing video scripts and sourcing videographers where needed, and editing existing videos.
- To manage the team's creative kit such as trail cameras, cameras and video cameras. Managing a hiring system for staff to loan out equipment and return it on time.



# Wiltshire Wildlife Trust

Creating a sustainable future for wildlife and people



- To enhance internal communications by changing email footers frequently, depending on Trust campaigns and appeals.
- To create, plan, promote and manage lead generation campaigns.

## Other duties:

- Network with peers at Wildlife Trusts and other charities to benchmark our work, seek ideas and partnerships including attending relevant comms events online or in person when budget allows
- To participate in Fundraising and promotion events in person or via digital means as appropriate.
- To assist with thank you communications following appeal donations.
- To maintain relationships with funders online through social media and the website.
- Cross-covering for leave absences in the Marketing and Comms team
- To assist with of any engagement/fundraising events that involve digital delivery such as our AGM.
- Any other FMC duties that the Head of FMC might reasonably ask for assistance with

## SAFEGUARDING

Wiltshire Wildlife Trust is fully committed to safeguarding the welfare of all children, young people and adults at risk. All WWT staff will receive safeguarding training and must ensure that they comply with WWT's safeguarding policy.

## BACKGROUND

With a friendly staff team and many passionate and expert volunteers helping fulfil our mission, Wiltshire Wildlife Trust can offer a satisfying work environment and the opportunity to connect with nature in our network of local reserves, supporting group activities and events and helping to generate fresh and dynamic content for our communication channels.

Wiltshire Wildlife Trust is the largest organisation concerned with all aspects of the environment in Wiltshire and Swindon. We manage 40 nature reserves across the county, advocating for the protection and restoration of habitats for wildlife, modelling sustainable farming, and promoting renewable energy and demonstrating through our work how a closer relationship with nature can promote wellbeing.

We are also part of network of 46 Wildlife Trusts which spans the whole of the UK, advocating for the recovery of our natural environment, which has over 870,000 members.

## SCOPE FOR IMPACT

The Communications Officer will help the Trust to increase our reach and enhance our reputation. By using their initiative to create opportunities to get the Trust's core engagement messages to online communities and spaces, existing and new audiences will be inspired to take more action for conservation and live more sustainably. Audiences will be inspired to spread our messages to their own networks. The post holder will help increase and widen our supporter base resulting in increased funding and more people taking action for nature, by generating topical and engaging website/social media content and ensuring it reaches suitable audiences.



## EXPERIENCE, QUALIFICATIONS AND SKILLS REQUIRED

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> <li>An appropriate degree or equivalent experience.</li> </ul>	<ul style="list-style-type: none"> <li>A higher degree or vocational training relevant to this post</li> </ul>
Experience	<ul style="list-style-type: none"> <li>Experience of writing, editing and uploading content for websites</li> <li>Experience of, and familiarity with, generating content for social media channels</li> <li>Experience managing multiple email campaigns and lists</li> <li>Experience of using a website CMS eg. Drupal.</li> <li>Experience of managing email distribution accounts</li> <li>Experience of using digital channels for customer response and support</li> <li>Knowledge of using CRM databases, including updating individual and organisational records and simple queries</li> <li>Experience of managing supplier relationships</li> <li>Experience of photography and video editing.</li> </ul>	<ul style="list-style-type: none"> <li>Experience of using digital channels to support fundraising</li> <li>Working knowledge of GDPR rules and compliance for individuals and small-to-medium sized organisations</li> <li>Familiarity with database management, website CMS</li> <li>Knowledge of accessibility standards</li> </ul>
Skills	<ul style="list-style-type: none"> <li>High level of IT and internet literacy</li> <li>Good customer service skills</li> <li>Proficient level of engaging writing</li> <li>Demonstrable project management skills including use of PM tools</li> <li>Able to work under pressure and manage multiple deadlines</li> <li>Familiarity with editing software, eg Adobe Premiere Pro and Canva.</li> <li>Accurate, succinct report writing</li> <li>Familiarity with cameras and trail cams.</li> </ul>	<ul style="list-style-type: none"> <li>Ability to train others (eg volunteers) in simple tasks and to supervise their performance eg filming and managing social pages</li> <li>Ability to pilot small drones (sub licence requirement)</li> </ul>



<p>Personal attributes</p>	<ul style="list-style-type: none"> <li>• Able to use initiative and solve problems independently</li> <li>• Self-motivation and drive.</li> <li>• Has a keen interest in the digital world and follows developments.</li> <li>• Able to establish and maintain good relations with other staff, Trust members and supporters, and the general public.</li> <li>• A team player with a confident manner and a professional, flexible, positive approach.</li> <li>• Communicating confidently, clearly, helpfully and diplomatically with the Trust’s supporters and followers</li> </ul>	
<p>Additional requirements</p>	<ul style="list-style-type: none"> <li>• Valid full driving licence.</li> <li>• Willingness to travel on Trust business throughout Wiltshire and occasionally to other places</li> <li>• Flexibility to carry out duties out of normal business hours on occasion, including weekends. TOIL will be given</li> <li>• A clear interest in the environment and sustainability</li> </ul>	

Special note:

This job description does not form part of the contract of employment but indicates how that contract should be performed. The job description will be subject to periodic review and amendment in consultation with the post holder. The post holder may be required to perform duties other than those given in this job description. The duties and responsibilities attached to the post may vary from time to time without changing the general character of the duties or the level of the responsibility entailed. Such variations are a common occurrence and would not in themselves justify the re-evaluation of a post. In cases, however, where a permanent and substantial change in the duties of the post occurs, consistent with a higher level of responsibility, then the post would be eligible for re-evaluation.

