7 January 2021

**We are the county’s leading conservation charity, committed to protecting wildlife and inspiring a lifelong love of nature. Our climate is in crisis and nature needs our help. Together we can protect the future. Join us!**

Hello and thank you for your interest in the post of Campaigns Officer at Essex Wildlife Trust.

The role is Permanent/Full Time, working 37.5 hours from 9am-5pm, Monday-Friday. The salary for this post is £25,500 rising to £26,000 after successful completion of probation. It is based at Abbotts Hall Farm in Great Wigborough but will be based virtually under current circumstances.

As Campaigns Officer, you will work as part of the Communications team and wider Business Development team. You will work with the Communications Manager to develop and deliver key campaign and advocacy work that will help us to give a greater voice for wildlife, and deliver more for nature at a crucial time.

We are looking for someone who is interested in working in a busy and creative Communications team. You will work well on your own initiative and within a team, alongside working effectively with colleagues across the Trust, demonstrating the Trust’s values of Inspiring, Collaborative, United and Professional.

I really hope this role interests you and you’d like to join our team and play an integral role in furthering the aims of Essex Wildlife Trust. To apply, please complete the application form giving clear examples why you feel you are suited to the role. Please send this to [jobs@essexwt.org.uk](mailto:jobs@essexwt.org.uk) by Monday 1 February at 9am. Please title your application document with your full name.

Interviews will be held remotely on Wednesday 10 February via Zoom.

For further information or an informal chat about the role please email Emily McParland on [emilymp@essexwt.org.uk](mailto:emilymp@essexwt.org.uk).

Thank you for your interest in this role. I look forward to receiving your application.

Yours faithfully

**Emily McParland**

**Communications Manager**

**JOB DESCRIPTION**

Essex Wildlife Trust is the county’s leading conservation charity, committed to protecting wildlife and inspiring a lifelong love of nature. The Campaigns Officer is a new and exciting role for the Trust and crucial to our strategic delivery of creating a Wilder Essex.

You will be responsible for driving forward our campaigns and advocacy work and will have the opportunity to lead on campaigns that will inspire, engage and mobilise people to take action for nature. The Campaigns Officer will work within the Communications team to build on existing campaigns, both nationally and locally, and will work closely with the Communications Manager to develop strategic county-level campaigns that will create beneficial change for wildlife in the county.

The role would suit a candidate with excellent interpersonal skills and the confidence to work alongside a range of different stakeholders, from MPs to local communities and as a spokesperson with the media. You will understand the importance of grassroots strength and will help deliver training, advice and coordinate support for community groups.

You will have a campaigning mind-set and experience in mobilising people to take action. We are looking for someone who is highly self-motivated and willing to drive forward campaigns at every stage, conducting regular analysis and reports to continually improve and develop campaigns.

We would like to hear from someone with excellent written and verbal communication skills, who will enjoy building relationships to boost our wildlife supporter base, networks and impact.

**Key tasks**

1. To design, develop and deliver a suite of campaigns for Essex Wildlife Trust, in line with our strategic vision of working to create a Wilder Essex.
2. Develop effective mobilisation techniques that will leverage change and build strong local relationships and networks needed to make them effective.
3. Build and develop Essex Wildlife Trust’s advocacy plans and create and oversee decision maker relationships through a new CRM system.
4. Write compelling and engaging content, including but not limited to advocacy briefings, petitions, letters to politicians and stakeholders, blog posts, press releases, email marketing, web content and progress reports.
5. Carry out regular analysis and reporting on campaigns, using split testing and tracking progress to deliver successful mobilisation campaigns, reviewing them in the spirit of continual improvement.
6. Create a network of campaigners for Essex Wildlife Trust within local communities and amongst our supporter base. This will include delivering training, providing advice, keeping in regular contact and organising events when needed.
7. Represent Essex Wildlife Trust with the media, appearing in broadcasts and traditional media as a spokesperson for the Trust.
8. Support the organisation with research and the engagement of key influencers in Essex and within local communities.
9. Identify opportunities and react quickly to ensure the Trust seizes the chance to do more for wildlife whenever possible. This includes alerting people to potential opportunities and developing spokespeople to ensure cross-departmental involvement in all campaigns.
10. Work closely with the Campaigns and Public Affairs teams at The Wildlife Trusts to deliver national campaigns within the county.
11. Work closely with the Trust’s internal design studio, *The Design Hide*, to ensure creative visual communications for every campaign and with the Trust’s digital communications teams to create and monitor campaign journeys across the Trust’s various online platforms.

**Person specification**

**Knowledge and skills**

1. Qualified to degree level in a relevant subject, with knowledge about wildlife and nature conservation within the UK.

1. Demonstrate strategic thinking in developing and delivering campaign strategies that are creative and inspiring, with the ability to react quickly and professionally under pressure.
2. A strong campaigning mind-set with a thorough understanding of how change happens politically and socially, along with experience in mobilising people to effect change.
3. Excellent and confident communicator in private and public situations, advocating the organisation’s positions in a professional manner and with the ability to write compelling copy for a wide variety of platforms.
4. A track record in policy/research and/or political and community engagement with excellent interpersonal skills, who is passionate about environmental protection.
5. The ability to identify what pressure for change is needed, and where and when it should be applied to achieve our campaign goals.
6. Effective at prioritising, organising, planning and scheduling activities and resources to ensure deadlines are met.
7. Great attention to detail and ensures high standards are achieved with a consistent and high-quality approach.
8. A solid understanding of key analytics to help build and monitor effective campaigns.
9. Understanding of what will resonate with people online and in person and up to date on the latest marketing and communication trends.
10. A ‘can-do’ attitude and a great self-starter who works well on their own initiative and within a team, supporting and making a positive contribution to the Communications team and the wider Business Development team.

**Additional information**

* The role entails some evening and weekend working.
* The role requires an interest in working for a charity that is determined to protect wildlife for the future and for the people of Essex.
* The role requires the ability to drive, including a full driving licence and use of a vehicle, though pool vehicles may sometimes be available.
* The role is based at Great Wigborough, Essex, but requires regular travel across the county and beyond to other sites. Mileage is paid for extra travel.

**EWT rewards:**

* Salary reviewed bi-annually against the market with cost of living consideration annually
* Pension of 3% from you and 5% from EWT
* Annual leave starting at 25 days, rising by one day a year to a maximum of 28 days + bank holidays
* Employee Assistance Programme offering advice to staff and their families on a variety of topics and including counselling
* Sick pay increasing with length of service
* Maternity, paternity and adoption pay
* Staff days and staff social
* Merit award scheme (staff nomination of colleagues for awards)
* Regular performance development meetings
* 10-20% discount in EWT centres
* Professional and developmental training
* Role related professional membership paid
* Able to attend 2 wildlife courses per annum
* The satisfaction of making a difference through working for a conservation charity