

7 October 2021



Essex
Wildlife Trust

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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!

Thank you for your interest in the role of Communications 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 £26,500 per annum rising to £27,000 per annum after successful completion of probation. It is based both remotely and at Abbots Hall Farm in Great Wigborough, with flexible working patterns supported.

As Communications Officer, you will work as part of the Communications team and wider Engagement team. You will work with the Communications Manager to develop communications plans that will help increase the reach of the organisation, inspire more people to work with the Trust in creating a Wilder Essex and help connect people with nature using different platforms.

We are looking for a communications professional who is experienced in both working with the media and managing digital platforms, who is knowledgeable and passionate about the natural world. You will be part of a busy and creative team but work well on your own initiative to lead the Communications function forward. You will be effective at developing internal and external partnerships while 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 at this crucial time for the environment. 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 by 9am on Monday 1 November. Please title your application document with your full name.

Interviews will be held remotely on Thursday 11 November via Zoom.

For further information or an informal chat about the role please email Emily McParland on 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 Communications Officer is responsible for driving forward our external communications, increasing the reach of the Trust, promoting our brand and encouraging new wildlife supporters to get involved with the work of the Trust.

You will be responsible for leading on the Trust's media and social media functions, managing our contacts database, our digital content schedule and organising interviews online and with the press. A skilled writer and communicator, you will be confident in tailoring content for each platform the Trust uses; including but not limited to press releases, blogs, web, email, magazine articles, social media (Facebook, Twitter, Instagram, YouTube & TikTok) and producing relevant videos for each platform.

The Communications Officer manages the Marketing & Communications Assistant and works within the Trust's Communications team, working closely with the Campaigns Officer, Marketing Officer and Graphic Designers to create cross-departmental communications that will support the Trust's strategic goals. You will work closely with the Communications Manager to develop strategic county-level Communications plans, using innovative and creative ideas to increase the reach of our projects and campaigns and generate more action and awareness for wildlife.

The role would suit a candidate with excellent interpersonal skills and the confidence to work alongside different stakeholders, including acting as a spokesperson with the media, training staff internally and working with ambassadors.

We are looking for someone with excellent written and verbal communication skills, who will enjoy building relationships to boost our wildlife supporter base, networks and impact. You will be a self-starter who will work to drive forward the Trust's goals at every stage, conducting regular analysis and reports to continually improve the reach and engagement of our communications.

Key tasks

1. To produce Communications Plans for Essex Wildlife Trust's projects, ensuring we maximise all opportunities to promote and showcase projects and campaigns.
2. Manage the Trust's main social media platforms, ensuring our brand is best represented, our supporter base grows and we encourage engagement at all levels.
3. Lead on the Trust's media function, liaising with reporters and local press to secure interviews and opportunities to showcase the Trust's projects. You will also be confident in representing Essex Wildlife Trust with the media yourself, appearing in broadcasts and providing quotes and statements as a spokesperson for the Trust.
4. Manage the Marketing & Communications Assistant and any digital communications volunteers, ensuring regular 1-2-1s and training opportunities.
5. Write compelling and engaging content that is tailored for each platform, including but not limited to press releases, magazine articles, blog posts, email, and web content.
6. Confident visual storyteller with an eye for photography and filming who is able to bring our projects and stories to life using video editing software.
7. Work within the magazine Editorial team to contribute and assist in the editing of the Trust's quarterly WILD magazine.
8. Work with the Campaigns Officer to develop and lead on digital engagement campaigns on the Trust's social platforms that will help mobilise more supporters to take action for wildlife.

9. Deliver internal training to staff to improve the Trust's external communications messaging, focusing on our brand and reputation.
10. Be a part of the Trust's inclusivity working group, ensuring our communications are inclusive to all audiences and that you feed into regular reporting.
11. Work closely with The Wildlife Trusts Communications & Media teams to secure media opportunities and that national stories are fed into our local plans, adapting them to be more successful locally.

Person specification

Knowledge and skills

1. Qualified to degree level in a relevant subject, with knowledge about wildlife and nature conservation within the UK.
2. Demonstrate strategic thinking in developing and delivering communications plans that are creative and inspiring, with the ability to react quickly and professionally under pressure.
3. Excellent and confident communicator in private and public situations, advocating the organisation's positions in a professional manner with the media and able to represent the Trust in front of the media.
4. A track record in digital communications for business purposes, confident at utilising all social platforms to grow our supporter bases and generate engagement.
5. Very confident writer, able to understand complex projects and tailor written content for different platforms, including but not limited to; press releases, blog posts, website content and magazine articles.
6. Confident at using video editing and podcast software.
7. Effective at prioritising, organising, planning and scheduling activities and resources to ensure deadlines are met.
8. Great attention to detail and ensures high standards are achieved with a consistent and high-quality approach.
9. A solid understanding of key analytics to help analyse the success of our communications.
10. Keeps up to date with environmental current affairs and trends and changes in communications – both digitally and in the press.
11. Creatively minded and able to identify and recommend new processes for increasing the Trust's reach and recruitment of supporters.
12. 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 remotely and 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
- Life assurance
- 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