

Essex Wildlife Trust

Job Description

Job title: Marketing Officer (Maternity Cover)

Location: Abbots Hall

Reports to: Marketing Manager



Job Purpose

Working as part of a creative and ambitious Communications Team, the Marketing Officer will support the Marketing Manager in delivering effective, engaging, and insight-driven marketing campaigns for Essex Wildlife Trust. This role plays a key part in growing the Trust's audiences—supporters, members, event attendees, campaign participants and digital followers by strengthening our digital presence and marketing output.

The Marketing Officer will help develop, deliver, and continually improve marketing methods to increase engagement across our core commercial areas. This includes promoting our Nature Discovery Centres, fundraising activity, and education programmes, while ensuring all marketing strategies are aligned with internal stakeholders.

The role requires strong creative skills to produce high-quality, audience-appropriate content for social media, email marketing, websites, advertising and print. The post holder will generate original ideas, spot emerging trends, and develop engaging copy, images and video that inspire people across Essex to take action for nature.

A key part of the role is supporting data-driven marketing. The Marketing Officer will use analytics tools such as GA4, Google Ads and Meta Business Suite, to monitor performance, evaluate campaigns, and make recommendations based on insights. They will support user-journey improvements, run PPC campaigns, update website content, research competitors, and identify new tools and best-practice approaches to enhance reach and impact.

Key Tasks

- Work closely with the wider Communications Team to support the overall Marketing and Communications strategy for the Trust.
- Work with the Marketing Manager to ensure that marketing strategies are fully implemented.
- Write impactful and engaging copy across a wide range of platforms, for a variety of audiences, to inspire people across Essex to take action for nature and engage with our core commercial areas.).
- Produce market research into potential new supporters.
- Be able to confidentially run digital marketing advertising campaigns with the help of the Marketing Manager.
- Provide marketing support, including photos, videos and testimonials to promote the Trust's online to encourage people across the county to engage with the Trust.
- Develop partnerships with a wide range of external businesses and organisations to support marketing strategies.
- Bring a creative approach to work, identifying and recommending new marketing strategies, content ideas and methods to engage potential members/visitors.
- Be a brand champion for Essex Wildlife Trust, ensuring all content on the Trust's channels main website and other subsites are on brand, up to date, and of a high standard.

- Check analytical tools, build comprehensive and useful reporting for the trust and feel confident sharing insights from this.
- Work effectively with colleagues across the Trust and demonstrate the value of being Impactful, Collaborative, United and Proactive.
- Undertake any other duties assigned by the Marketing Manager that are deemed to be within the scope of the role and the contract of employment.

Person Specification

Knowledge and Skills

- Has experience supporting and implementing digital marketing campaigns.
- Has experience with Google Ads and Meta Business Suite.
- Has a high level of digital proficiency with Microsoft Office suite.
- Has experience with email marketing platforms such as Mailchimp.
- Can demonstrate excellent verbal and written skills with strong attention to detail.
- Has experience with content creation on Canva and similar programmes.
- Has a strong interest in wildlife and the natural environment and how best to encourage members of the public to take action for nature.
- Has the ability to work under pressure and good organisational skills, with the ability to multitask between numerous different projects while consistently meeting deadlines.
- Is confident in training others and encourages shared ownership of objectives and deliverables.
- Is a team player that works closely with all other Marketing and Communications colleagues to ensure strategies, development plans and campaigns are rolled out collectively.
- Is creatively minded and keen to develop our Marketing function while understanding the importance of brand.
- Has experience in managing third party websites/platforms including Google My Business, directories and Eventbrite (or similar).
- Experience in a marketing role (essential).
- Experience of working in the not-for-profit sector (desirable).
- Hold a degree in a Marketing related field, or equivalent (desirable).
- Possesses good organisational skills and the ability to handle multiple projects simultaneously whilst meeting deadlines.
- A 'can-do' attitude and a great self-starter who works well on their own initiative and within a team, consistently being proactive and enthusiastic.

Commented [LC1]: charity/not for profit experience desirable?
Up to you if you want to add

Additional Information

- 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 may entail some evening and weekend working.
- 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, with mileage paid for additional travel.

Name: _____ Date: _____

Signed: _____