



Marketing Officer (Maternity Cover)

We have an exciting opportunity for a marketing professional to join Essex Wildlife Trust on a fixed term contract for 1 year.

About Essex Wildlife Trust

We are the county's leading nature conservation charity, committed to protecting wildlife and inspiring a lifelong love of nature and one of the largest Wildlife Trusts in the UK.

This is the most important decade in the history of nature conservation and an exciting time to be joining us. If we are to tackle the climate crisis and the ecological crisis, we need the best people to rally around environmental protection.

Our values are impactful, collaborative, united and proactive.

The Role

The Marketing Officer will enable the Trust to achieve our **income generation targets**, as well as working towards nature's recovery and enabling people to take positive action for wildlife.

This is an exciting opportunity to be part of a creative and impact-driven team. You will work **collaboratively** across the Trust, covering fundraising, conservation, campaigns, events, Nature Discovery Centres and more.

The postholder will have previous marketing experience, and it is desirable (but not essential) if you have worked in the charity sector. You'll be confident sharing ideas and new strategies. You will be happy to stay on top of industry trends and be able to do independent research.

Reporting to the Marketing Manager, the successful applicant will be working with our talented and ambitious **Communications Team** to develop marketing plans that generate income, boost the Trust's brand, reach new audiences and increase engagement.





Job Description

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.

This role is an exciting opportunity to learn new marketing strategies, as well as develop and innovate best practices for the Trust. As a team, we are always open to trying new ideas and gaining new perspectives on marketing campaigns.



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.



Person Specification

- 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 is 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.



Terms

This role is a **fixed term position for 1 year**, working 30 hours per week (4 Days Per Week), with a salary of £20,879.04 (FTE £26,098.80)

This role has a hybrid-working arrangement, where the role is flexibly based at Abbotts Hall in Great Wigborough, but with the option to work from Nature Discovery Centres across Essex and from home.

The role will require a full driving licence and access to your own vehicle.

Annual leave entitlement starts at 26 days per annum increasing annually to 29 days plus Bank Holidays. We provide company sick pay increasing with length of service, an employee assistance programme, a combined 8% contribution pension scheme, staff social days, branded uniform, colleague nomination scheme and discounts in our Nature Discovery Centres.

How to Apply

To make an application, please complete an online application form on our website by Friday 09 January 2026 at 17:00. Interviews will be held week commencing Monday 26 January 2026. We reserve the right to close this advert early. Please submit your application at the earliest opportunity.

We ask that candidates ensure they complete the questions on our job application platform as part of our application process.

Please ensure you have read through the job description, tasks and person specification fully before applying.

Thank you for your interest in this position and I look forward to receiving your application. If you have any questions or would like to have an informal chat about the role, please contact jobs@essexwt.org.uk

Claudia Taylor
Marketing Manager



SION

Credit: Lewis Ballard

