

# Communications Officer

Context

The Trust operates throughout the traditional county of Yorkshire with the exception of Sheffield and part of Rotherham that is covered by the Sheffield Wildlife Trust. It is the second oldest of the 47 Wildlife Trusts which work in partnership together covering the whole of the UK. Our purpose is to lead the way in achieving our vision of a Yorkshire rich in wildlife for everyone through pursuing our mission of creating Living Landscapes and securing Living Seas in Yorkshire. We will do this by being passionate leaders and natural partners whose objectives are to:

* demonstrate how nature works
* inspire people and communities to value and take action for wildlife • champion wildlife and our work

and to enable this by:

* growing our resources through inspiring people to value our work
* knowledge sharing, cooperation, flexibility and effectiveness and
* ensuring excellent governance

The Trust seeks to realise this vision through the objectives identified in the Development Plan and Business Plan. Some of the activities that the Trust undertakes to achieve are nature reserve management of over 100 reserves covering more than 3,000 hectares scattered across the region; specialist projects in river and wetland management; community development and environmental education activities; publicity and promotion, and campaigning and policy work.

The Trust employs more than 130 staff (equivalent of 106 F/T staff) and, crucially, enjoys the support of more than 42,000 members. The staff work through four teams: support services; fundraising and engagement; and two conservation delivery teams – north & east and south & west. Each team has a director who reports to the Chief Executive who is responsible for the operations of the Trust and, in turn, reports to the Board of Trustees who govern the organisation.

The conservation delivery teams are then divided into regional teams which are led by a Regional Manager who reports to the Director of the delivery team.

The Trust engages more than 600 dedicated volunteers and voluntary trainees who make a huge contribution by giving time, skills, knowledge, enthusiasm and local ownership to our vision. All employees are expected to encourage, develop and support volunteer involvement wherever possible.

# Communications Officer

## Job Description

### Outline

Responsible to: Communications and Marketing Manager

Responsible for: Trainees, Volunteers

Based at: York

### Main Purpose

The Communications Officer will be responsible for the production of high quality communications that generate support for the Trust and strengthen our brand; and for providing communications advice and support to staff and volunteers across the region to build internal expertise in order to raise the Trust’s profile with key audiences. The job will entail developing external and internal communications campaigns, building strong media relationships, producing regular publicity through traditional and new media channels and managing the production of Trust publications, literature and interpretation in conjunction with the Creative Services Team.

### Communications strategy

* Contribute to the development and delivery of the communications strategy to support the ambition and aspiration in our Strategic Framework and Business Plan

### Brand

* Ensure the brand is applied correctly and consistently throughout the Trust and contribute to the development of our visual identity, supporting and guiding colleagues to become brand ambassadors

### Content

* To act as the Trust’s in-house brand, content, publishing and print production expert. To take a lead on content and editorial standards and planning across the Trust website, Wildlife Yorkshire magazine, site interpretation and other key publications
* To plan, develop and deliver engaging and impactful content (written and visual) – both directly and by supporting and directing colleagues - that meets business goals and drives engagement, support and income generation
* To develop editorial policies and Trust style guide and maintain these standards and best practice
* To act as a publisher and to commission, write news and features content for publications as needed and edit and produce any publications as requested by the Communications and Marketing Manager
* To provide advice, support and information about branding, content creation corporate identity, print production and managing and briefing designers

### PR and Publicity

* Write/adapt and issue high quality press releases both promoting the Trust’s core messages, need for membership and those of the wider Wildlife Trust partnership
* Put together media plans for gateway sites, major projects and programmes in order to have a structured and organised approach to communications
* Use all PR opportunities to promote the Trust’s need for new supporters with a specific focus on members
* Manage and develop strong relationships with key contacts in the local, regional and national media
* Handle media enquiries in a timely manner and ensure that responses to negative press are written with, and approved by, the senior management team
* Organise and manage media interviews with the wider staff team ensuring representatives of the Trust are fully briefed, appropriately attired and trained, and can deliver messages in an engaging and professional manner
* Monitor press, spotting trends and opportunities to maximise press coverage for the Trust

### Supporter Relations

* Work with the fundraising team to promote funding relationships where appropriate and to develop effective communications to secure profile for the relationship
* Work with the colleagues to promote funded projects ensuring that the funders are acknowledged and celebrated appropriately

### Digital Communications

* Work alongside colleagues in the Communications Team to promote the Trust’s work and engage with the Trust’s supporters (and critics!) through all digital channels and across social media platforms
* To help create website content and ensure that the website remains up-to-date and relevant and ensure social media channel content such as Facebook and Twitter is regularly updated **Publications**
* Lead on the planning and production of *Wildlife Yorkshire* magazine which will include planning the content, style and tone of copy, sourcing images and artwork and liaising with colleagues to gather content, and check style, tone and presentation
* Work with the design team and wider staff team to develop literature, publications, interpretation and signage that reflects our brand values
* To fulfil a story gathering and content development role for the Trust across all relevant media and contribute to the sharing and storing of information to facilitate the work of the communications team and ensure that good content is used across all appropriate media

### Other

* Recruit, train and manage a communications trainee / volunteers as appropriate
* Promote the Trust and partner organisations whenever possible
* Abide by all Trust policies
* Undertake other duties as requested by your line manager and in line with the post

# Communications Officer

## Person Specification

### Experience

|  |  |
| --- | --- |
| * At least two years experience working within PR, communications, marketing or a similar discipline.
 | Essential  |
| * Experience of using Content Management Systems, Creative Suite and other complex software packages.
 | Desirable  |
| * Experience of developing, planning and executing complex media or communications plans or major campaigns.
 | Desirable  |
| * Experience of working with the public, the media and a wide range of stakeholders.
 | Desirable  |
| * Experience of producing copy for press releases, articles and publications.
 | Essential  |
| * Experience of handling media enquiries and comments from members of the public.

**Knowledge and Understanding**  | Essential  |
| * Good understanding of the media
 | Essential  |
| * Good grasp of wildlife and nature conservation
 | Desirable  |
| * Up to date knowledge of social media channels and online communications
 | Desirable  |
| * Understand the value of brand and its consistent application
 | Essential  |
| * Able to share own ideas, experience and knowledge with colleagues and others to ensure quality standards are maintained

**Skills and Qualifications**  | Desirable  |
| * Highly competent in use of Windows/Microsoft Office-based computing skills, including word, Excel, database, email etc.
 | Essential  |
| * A degree in English, marketing, communications, journalism or similar experience / professional qualifications
 | Desirable  |

### Personal Qualities

|  |  |
| --- | --- |
| * Natural communicator, highly articulate and passionate and able to convey complex information in a concise, compelling and straight forward way
 | Essential  |
| * Very good attention to detail and high level of accuracy in work
 | Essential |
| * Ability to thrive under pressure and manage several pieces of work at any one time, delivering to tight deadlines
 | Essential |
| * Highly resourceful and creative, with a proven ability to solve problem
 | Desirable |

# Communications Officer

## Details

### Terms and Conditions

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| --- | --- |
| Salary:  | £25,700 pa. Salaries are paid on the 20th of each month by bank transfer and cover the period of the 1st of the month to the last day of the month.  |
| Hours:  | 5 days a week (35 hours per week) The nature of the post’s duties may from time-to-time require evening and weekend work. Paid overtime is not available, but time off in lieu will be given.  |
| Pensions:  Equal Opportunities:  | You may be eligible to be auto enrolled into the Trust’s Group Flexible Retirement plan. Written terms of the scheme are available on request from finance Yorkshire Wildlife Trust is committed to equal opportunities and appoints on merit. We welcome applicants from all sections of society regardless of gender, sexual orientation, race, disability, marital status, age and religion, perceived community background or political beliefs  |
| Cycle to work scheme: | The Trust runs a Cycle to Work Scheme. Details of which are available on request. |
| Employee Assistance Programme: | The Trust provides paid staff with access to an Employee Assistance Programme. This is a confidential service which aims to provide staff with support for a range of issues. Further details are available from the HR and Training Manager. |
| Notice Period:  | Generally 4 weeks following satisfactory completion of a six month probationary period.  |
| Place of Work:  | The post will be based at 1 St George’s Place, York  |
| Travel:  | Public transport is encouraged although pool vehicles are available. In exceptional circumstances the use of the officer’s own vehicle may be necessary for business use for which a mileage rate of 27.5p per mile will be paid.  |
| Training:  | The Trust is fully committed to personal development and training.  |
| **Closing Deadline:****Interview Date:** | **9am Monday 8 October 2018****Friday 19 October 2018** |