

Job Description – Communications and Digital Officer

Role:	Communications and Digital Officer
Job purpose:	To play an important role in the development of the Trust's communications and digital marketing capabilities, helping us to reach more people and diverse audiences and be more effective and inclusive through engaging content and targeted campaigns. Through testing, evaluating and improving our content, this position will play an important role in growing the Trust's membership, reach and impact.
Duration:	Permanent, full-time
Salary:	c£27,500 FTE, 1 FTE/35 hours
Reporting to:	Communications Lead
Staff management:	No line management responsibilities, engaging with volunteers at times
Other key relationships:	Engagement team colleagues, Senior Membership Officer, Head of Engagement & Fundraising, conservation team colleagues, trustees

Key areas of activity

Worcestershire Wildlife Trust is the county's leading nature conservation charity. We continue to reach more people, own and manage more nature reserves and provide advice and support across wider areas of land. It is an exciting time at the Trust as we focus even more on nature's recovery and significantly increase the number and diversity of people we engage with.

Our communications work and digital marketing across various channels enables us to reach more people across an increasingly diverse audience and, in doing so, inspires more action for nature's recovery across Worcestershire. It plays an important role in the future of the Trust and our Communications and Digital Officer will support this growing area of work.

We are looking for a highly organised creative person, who thrives under pressure, to join the team. This successful candidate will support our overall communications work whilst focusing on key areas around developing the Trust's approach to content creation and supporter journeys with the aim of inspiring new members, supporters and volunteers to act for nature. They will play a major role in showcasing the amazing wonders of wildlife, telling the story of the Trust's conservation successes and inspiring people through the actions of individuals and community groups across Worcestershire.

Working with colleagues across the organisation to tell our stories through the creation of engaging and inspiring content, the Communications and Digital Officer will also lead on testing, evaluating and continually improving our digital communications.

Role specification

1. Play a leading role in planning and creating high quality and dynamic digital content

- Work with colleagues across the Trust, in particular the Communications Lead and Senior Supporter Development Officer, to help design and execute targeted, inclusive and diverse digital journeys through email, social media and web to deliver optimal supporter experiences
- To lead the Trust's social media presence – fostering and supporting a strong digital community, inspiring our followers with wildlife content and encouraging people to act for nature
- Take the lead in creating diverse content for digital channels – independently creating content (including videos) and supporting colleagues to produce content (especially videos and blogs). This requires the use of design software (Adobe Creative Cloud) and video creation software.
- Use insights gained through analytics tools to create, design and build content to tailor communications appropriately and deliver content that showcases our work and inspires diverse audiences to love and take action for wildlife
- Work with colleagues across the Trust to collate information and stories, ensuring that key messages are communicated, and commission and generate engaging content
- Identify content from members, supporters and followers that can be shared across communities to inspire others to act for wildlife
- Ensure that content reflects and supports our communication and strategic goals, campaigns, engagement and fundraising activity
- Keep up to date with the news and with issues that affect the Trust and wildlife, identifying content opportunities and campaign link-ups where possible. This includes the work of the Trust, national Wildlife Trust campaigns and wider issues relating to the environment.
- Ensure that communications are accurate, on-brand and in line with Trust values, minimising reputational risk

2. Help to deliver effective supporter e-journeys

- Lead on co-ordinating the production of Trust email communications to key audiences, including the main Trust monthly e-news, family e-news, volunteer e-news and project e-newsletters
- Play a lead role in the Trust's transition from Campaign Monitor to Dot Digital, ensuring that our contacts and e-newsletters are optimised for engagement, membership recruitment and fundraising
- Use the e-newsletter system (Campaign Monitor/Dot Digital) and CRM database (Access) to enable the Trust to build a better understanding of our audiences, enabling better targeting and improved long-term engagement
- Work with colleagues to initiate new supporter digital journeys to help the Trust nurture new leads, grow our membership, increase our support base, grow our volunteering reach, support people to act for nature and provide a bigger voice for wildlife
- Help to monitor, benchmark and report on e-communication journeys and work with colleagues to increase performance

3. Support digital marketing innovation

- Contribute to the monitoring of analytics across all our digital channels, devising plans to improve the performance of posts and web content as well as drive increased social media followers and visits to our website
- Contribute to search engine optimisation (SEO) for the Trust website, looking at keyword research to optimise our existing content and develop new opportunities to drive more traffic to the website

- Keep up to date with trends and innovation in the digital world, which may include evaluation of new social channels, digital marketing opportunities (e.g. Facebook and Google Ads), social listening tools and new approaches to supporter journeys
- Be the liaison point for our external agency to maximise the effectiveness of our Google Ads grant

4. Support the Trust's overall communications and marketing work

- Work with colleagues across the Trust, in particular the Communications Lead, to help deliver our communications plan and objectives. This includes supporting the Trust's overall work:
 - Leading on the Trust's social media output
 - Contributing to the development of Trust publications including posters
 - Assisting with the management of the Trust's website, including reviewing user data, updating website content and ensuring engaging user journeys that lead to more time spent on the website and/or memberships
 - Leading on the writing, planning and development of Trust e-newsletters with colleagues across the Trust
 - Supporting the Trust's press and media work, helping to write press releases and deal with media enquiries.
 - Deputising for the Communications Lead when necessary

5. Legal obligations

- Manage activities and volunteers to ensure that all legal (including Health and Safety and data protection), and contractual obligations are fully met, working with other staff where appropriate

6. Contribute to the overall work of the Trust

- Attend and contribute to meetings of Council, Resources Team and others as required.
- Assist with, attend and support Trust events, activities etc as required.
- To carry out all other such duties and may from time to time be determined by the Communications Lead, Head of Fundraising and Engagement or the Chief Executive Officer

Person specification

Skills

- Excellent task and project management skills with the ability to prioritise multiple tasks and organise work to meet regular deadlines
- Outstanding communication skills (written and oral) and able to convey complex information in an inclusive, clear, creative and engaging way to diverse audiences
- Creative and innovative with an understanding of tailoring content to audiences
- An excellent creative eye with brilliant storytelling and copywriting skills
- Independent and confident in taking the lead to create engaging content to help drive forward the Trust's digital profile and engagement
- Ability to create digital graphics (using design packages like Adobe InDesign and Photoshop) – infographics, maps, simple animations, illustrations, films etc to help communicate our messages
- Skilled in creating short videos both from scratch and by working with others to produce the content for editing
- Good at building relationships with colleagues, mentoring those less confident, to ensure that we get the best stories and content

Experience and knowledge

- Solid experience in a digital engagement, communications or marketing role with sound knowledge of organic and paid content
- Experience of social media in a professional setting with an understanding of managing reputational risk, having handled sensitive or controversial issues on public platforms
- Knowledge of Worcestershire's wildlife and habitats with an understanding of issues facing wildlife and the environment in the UK
- Proven track record in creating engaging and effective digital content to drive awareness and to engage with new and existing audiences
- Proven track record in delivering copy and content tailored to different audiences and media (e.g. social, print, web etc)
- Understanding of and experience in delivering paid for social media campaigns to include Facebook Ads and Google Ads
- Experience in monitoring tracking and analytics tools, including Google Analytics 4, to identify and prioritise improvements to reach and engagement
- Experience in using website content management systems, including integrations such as Eventbrite, and understanding of website/search engine optimisation.
- Experience of email marketing, preferably Mailchimp
- Experience of using a CRM (The Trust uses Access CRM)

Personal Qualities

- Keen interest in and commitment to wildlife, environmental issues and the aims of Worcestershire Wildlife Trust
- Committed to an equal, diverse and inclusive approach
- High professional standards, well organised and with strong attention to detail
- Flexibility and willingness to step in where needed
- Self-motivated, willing to take the initiative with a 'can do' approach
- Ability to recognise and respond quickly and appropriately to problems
- Passionate about wildlife and inspiring people to love and to act for nature
- Able to work under pressure, calmly and independently
- Full clean driving licence