

## Job description

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**Job title:** Digital Communications Officer

**Job purpose:** To support the delivery of Gloucestershire Wildlife Trust's communications strategy, with a focus on digital channels.

You will lead the management and development of GWT's digital presence, including our website, social media channels and video to extend our reach and widen engagement with the Trust. You will also work across all of our digital and non-digital communications, including media relations and campaigns. This role will require the project management of various initiatives and liaison with internal and external stakeholders.

**Salary:** £20,000 + pension

**Responsible to:** Communications Manager

**Responsible for:** Possible volunteers

**Liaison with:** Chief Executive, fundraising team, senior management team, trustees, nature reserve managers, community engagement team, volunteer co-ordinator and volunteers, enterprise and business development staff, wildlife monitoring and conservation staff.

**Location:** Usual location, Robinswood Hill Country Park, Gloucester.

### Our mission and values

Our mission is a simple one – to value nature. Our ambition is to restore, recreate and reconnect Gloucestershire's wild places. We want everyone in Gloucestershire to value, enjoy and share the natural world.

We deliver our work in the Trust informed by our values:

- proactive - we know Gloucestershire and want to make a difference
- passionate - we are passionate and knowledgeable about nature and want to share it
- inclusive - we believe that nature is for everyone and 'start where people are'
- collaborative – we cannot achieve this plan without our supporters and partners

We will communicate our values to staff, volunteers and the wider community and regularly review how we apply these values in delivering our objectives as individuals through our annual appraisal process and as an organisation through review of our business plan.

Gloucestershire Wildlife Trust is part of a network of 46 Wildlife Trusts around the UK but operates as an independent charity and is entirely focused on valuing nature in Gloucestershire.

The Trust will ensure that its staff receives appropriate training and development opportunities based on a documented personal annual appraisal.

### **Outline of main responsibilities**

- Work across all of GWT's communication channels to support the organisation's five-year strategic plan and the annual communications plan.
- Publicise GWT's work to a wide range of audiences through relevant and engaging communication.
- Lead on the development of our digital strategy to reach new and existing audiences and increase the number of supporters in line with our overall Communications Strategy
- Lead on the management and development of GWT's website. Ensure that it benefits from up-to-date content and ease of navigation.
- Lead on the management and development of GWT's digital media content. Ensure that content is relevant, engaging, audience appropriate, of good quality, and responsive.
- Work closely with the Head of Fundraising and Communications, Supporter Development Manager and Membership Development Manager to support recruitment of members, promote one-off donations and publicise fundraising initiatives and campaigns.
- Lead on the management and development of digital marketing and associated grants (such as Google Adwords). Account manage external agencies.
- Oversee monitoring, testing, tracking and analysis of digital content and take the initiative in recommending improvements in on-line activity, paid-for and social media communications.
- Lead on the management and development of GWT's digital technology.
- Maintain the technical aspects of our online shop facility (currently Shopify).
- Oversee the commissioning and production of films for use on our website and in social media.
- Train staff across the organisation to update our website and social media content as appropriate.
- Produce our monthly e-newsletters for members and supporters.
- Set, deliver and monitor measurable targets with the Communications Manager.
- Account manage projects with our partners, including corporate supporters and

funderson, working with colleagues to deliver agreed objectives.

- Support GWT’s proactive and reactive media relations work by, for example, writing and selling-in press releases and briefing spokespeople.
- With the Communications Manager, support GWT’s policy-focused campaigns.
- Ensure branding consistency across GWT’s materials.
- Manage the photo library.
- Produce a set of standard templates for GWT presentations.

### Office, training and personnel

- Report monthly to the Communications Manager
- Report any key issues which may have an impact on other departments or affect safe working practices
- Prioritise workload to meet targets
- Ensure digital and paper files are kept up to date
- Attend training courses as required.

### General

- Carry out other duties from time to time as required by the Head of Fundraising and Communications, Communications Manager or Chief Executive
- Present a friendly, professional, confident and tidy appearance
- Keep Health and Safety matters as the over-riding determinant at all times and in all circumstances

### Experience, qualifications and skills required

Essential	Desirable
A minimum of two years’ in-house or agency marketing, communications or PR experience	Degree in PR, marketing or journalism
A minimum of two years’ managing or having a significant role in running a website, either in-house or for a client	Experience of commissioning and making videos
A minimum of two years’ experience leading on digital communications projects	Basic photography skills
Excellent knowledge of packages such as Hootsuite, Photoshop, InDesign, Campaign Monitor and MailChimp. Competent in Microsoft Word.	Experience of GoPro
Able to produce compelling, accurate and high-quality content and copy for a range of audiences.	Experience of setting, delivering and monitoring targets

Excellent verbal communication skills	Experience of working with corporate partners and other organisational supporters
Excellent organisational skills	

### Knowledge and experience

Essential	Desirable
A passion for wildlife and an understanding of GWT's purpose	Knowledge of wildlife and conservation, gained either through employment or volunteering
	Experience of working with volunteers

### Personal attributes

Essential	Desirable
Able to work flexibly in order to deliver multiple projects on time and in a professional manner. Self-starter who enjoys creating and implementing new initiatives	
Able to work alone as well as being an excellent team player	
Able to work well under pressure	
Confident, approachable and professional, and able to represent the organisation	
Enthusiastic, motivated and dedicated	
Sincere commitment to work collaboratively with all stakeholders, including staff, trustees, volunteers, members, partners, funders, and other supporters	
An attention to detail	

### Terms of Employment

This is a full-time post (35 hours per week) and is subject to a 6 month probationary period. The post normally will be based at the Trust's Gloucester office where free parking and coffee/tea are available. Normal office hours are 9am to 5pm, Monday to Friday. Due to the nature of the Trust's work, occasional evening or weekend work may be necessary for which time off in lieu is given. A contributory pension scheme is in operation after 3 months, and the post holder is entitled to 21 days paid leave per year (pro rata) in addition to public holidays and Christmas closing period. Holiday entitlement increases annually up to a maximum 30 days pro rata.

The duties and responsibilities outlined above do not represent the full range of duties the

post holder may be expected to carry out. It is recognised that the duties of all posts may be subject to change from time to time, and therefore alterations to duties responsibilities can be expected. The post holder will be consulted by the Chief Executive prior to any proposed major changes to duties and responsibilities and reasonable notice will be given before implementation.