

Job description

Job title: Communications Officer

Team: Communities and Engagement

Responsible to: Communications and Campaigns Manager

Responsible for: N/A

Working base: Your normal place of work will be Avon Wildlife Trust, 17 Great George Street, Bristol BS1 5QT with some travel to an AWT hub in north Somerset.

Optional home working. You will not be required to work outside of the UK. Some regional travel will be expected. Occasional evening and weekend work as necessary (TOIL awarded)

Overall purpose of job

Coordinate the Communications function for Avon Wildlife Trust's new land acquisition, taking a lead on content creation that inspires people to support us and demonstrates our positive impact for nature in the Avon area.

Main responsibilities

- Create engaging content that showcases the work of Avon Wildlife Trust for a variety of audiences.
- Implement a communications plan for an exciting new land acquisition, to support our nature recovery, engagement and fundraising goals and raise the profile of Avon Wildlife Trust locally and regionally
- Design and schedule regular digital communications, including social media blog posts and email newsletters, with specific focus on the new land acquisition.
- Develop strong relationships with local and regional media outlets, responding to media enquiries and pro-actively creating opportunities to showcase the work of Avon Wildlife Trust
- Manage the Avon Wildlife Trust image and video library
- Collate performance information and user feedback to evaluate and report on communications activity

Job specification

Management and Supervision

- This post may have volunteer management responsibilities at times.

Accountability and Resources

- Support the Head of Fundraising to achieve fundraising targets through co-created communication plans and support at fundraising events for the new land acquisition
- Support project delivery teams to promote activity and demonstrate impact.
- Support Team Wilder with hyper local engagement and communications to increase local participation and support.

Job Impact

- Use expertise in digital content creation to develop inspiring, persuasive communications that leverage income and wider support from new audiences.
- Use expertise to communicate complex nature recovery projects to a wide audience.
- Use expertise to bring to life personal stories that demonstrate project impact and inspire others.

Independence and Judgement

- Pro-active, independent project management is essential.
- Able to use own judgement to react quickly in a fast-paced environment.

People and Contacts

- Develop and manage productive working relationships at all levels within the organisation to facilitate high quality outputs that support multiple teams and activities.
- Develop and manage external relationships with project participants, partners and supporters at our new land acquisition

Creativity and Innovation

- Create visual and written multimedia content and use innovative channels to promote Avon Wildlife Trust with particular focus on the new land acquisition project.

Working conditions

- Based at AWT Head Office. Occasional travel to sites within Avon. Occasional out of hours support for events. TOIL awarded

Person specification

E = essential criteria. D = desirable criteria

Please note - we have robust safeguarding procedures in place. This post is subject to a successful enhanced DBS (Disclosure and Barring Service) check if applicable, and we will require two workplace references.

Experience

- Experience of generating engaging content in a range of media for different channels (E)
- Confident user of social media and digital marketing tools (E)
- Experience of working with colleagues to develop communication and/or campaign plans (E)
- Working to brand guidelines (E)
- Experience of gathering project-related case studies or conducting interviews (D)
- Experience of building relationships with a range of stakeholders (D)
- Experience of working on complex projects with multiple communication needs (D)
- Experience of managing professional social media accounts (D)
- Experience of working on fundraising campaigns (D)

Competence, knowledge and skills

- Confident project officer able to work to deadlines and prioritise workloads (E)
- Comfortable working, and collaborating, with people at all levels (E)
- Confident face to face communicator, with experience of public speaking and delivering presentations (E)
- Fluent writer (E)
- Experienced with design and marketing tools including Hootsuite, Canva and Mailchimp (E)
- Confident in SEO and Google Analytics to improve user journeys (D)
- Able to photograph/video and edit content for digital platforms, as well as commission content from external suppliers (D)
- Use Adobe Creative Cloud software (D)
- Hold a full driving licence, and have access to own vehicle (E)

Personal qualities

- Self-starter with a proactive, can-do attitude (E)
- Collaborative and enjoys working in a team (E)
- Creative and results focussed (E)
- Passionate about native wildlife, climate change issues and the natural environment (D)