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| **1. JOB DESCRIPTION** |

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| **IDENTIFICATION OF JOB** | | |
| **Job Title** | **:** | **Communications Officer** |
| **Team** | **:** | Fundraising, Membership & Communications |
| **Working Base** | **:** | Jacobs Wells Road |
| **Responsible to** | **:** | Supporter Care and CRM Manager |
| **Responsible for** | **:** | N/A |
| **Overall Purpose of Job** | **:** | Coordinate the Communications function for Avon Wildlife Trust to include magazine production, content creation, press relations and supporter engagement. Work with wider FMC team and Senior Leadership Team to create and implement overarching messages to help develop and position AWT as the local champion for nature. |
| **Main Responsibilities** | **:** | * Responsible for production and project management of twice-yearly membership magazine. * Create versatile content for numerous channels using information collected from teams across the organisation and sector. * Work with teams across the organisation to create, execute and evaluate communication plans, including designing templates and training colleagues on various platforms. * Lead on media relations, responding to media enquiries and holding press relationships. * Support promotion of Avon Wildlife Trust and the Wildlife Trusts campaigns, fundraising, and engagement activity. * Collate performance information and user feedback to evaluation and report on communications activity. * Generate content for, design and schedule regular digital communications, including social media and emails. * Make amendments to AWT website, improving content and navigation to maximise the user experience. |

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| **2. JOB SPECIFICATION** |

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| **Management and Supervision** | **:** | * The post has no line management responsibility. |
| **Accountability and Resources** | **:** | * Support FMC team to deliver annual fundraising, marketing, and communications plan. * Work closely with project delivery and senior leadership teams to promote Avon Wildlife Trust project activity and impact. * Be the brand champion for the organisation, helping others as required, and ensuring brand guidelines are followed across the organisation. |
| **Job Impact** | **:** | * Use expertise in magazine production, media relations and content creation to develop AWT as the go-to, local champions for nature. * Engage existing and inspire new audiences to follow and support AWT. |
| **Independence and Judgement** | **:** | * Pro-active, independent project management is essential. Able to use own judgement to react quickly in a fast-paced environment. * Prioritise and manage a busy workload to meet deadlines and deliver communications activity as part of the wider department workplan. |
| **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, volunteers, partners and supporters. |
| **Creativity and Innovation** | **:** | * Create visual and written multimedia content and use innovative channels to promote Avon Wildlife Trust. |
| **Working Conditions** | **:** | * Location: 32 Jacobs Well Road (currently working from home) * 37 hours, 5 days per week, mostly within office hours but willing and able to work outside of these hours when needed. * Salary: £21,017-£25,220 |

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| **3. PERSON SPECIFICATION** | | |
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| **Job Title** | **:** | **Communications Officer** |
| **Team** | **:** | Fundraising, Membership & Communications |
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| **Experience** | **:** | * Experience producing a regular magazine (essential) * Experience of generating engaging content for different channels from a variety of sources (essential) * Experience in working with press and media content (essential) * Confident in holding relationships with external providers and contractors, e.g. copywriters, proof-readers, printers, illustrators, designers, videographers and project managing outsourced content (essential) * Experience of working with colleagues to develop communication and/or campaign plans (desirable) * Experience of gathering project-related case studies or of conducting interviews (desirable) * Experience of writing blogs (desirable) * Confident user of social media and digital marketing tools (desirable) * Confident in working with websites, ideally improving the user experience (desirable) |
| **Competence, Knowledge & Skills** | **:** | * Confident project coordinator able to work to deadlines and prioritise workload (essential) * Comfortable working with people at all levels (essential) * Confident face to face communicator (essential) * Fluent writer (essential) * Proficient in MS Office (essential) * Proficient user of Adobe Creative Cloud programmes like Photoshop, InDesign, Illustrator and Rush or similar (describe) * Comfortable with digital marketing tools such as Hootsuite, Canva and MailChimp (desirable) * Confident in SEO and Google analytics to improve user journeys (desirable) |
| **Personal Qualities** | **:** | * Self-starter with a proactive, can-do attitude (essential) * Collaborative and enjoys working in a team (essential) * Creative but results focussed (essential) * Interested in conservation and the environment (essential) |