



# Tyne Rivers Trust

## Better River, Better Region, Better Life

Job Title	Communications Manager
Job Location	TRT maintains an office at Shawwell Business Centre, Corbridge Can be based partially from home following a flexible working policy
Salary band	£33,920k 0.8FTE (£27,136 pa) Plus benefits package including 6% employee and 9% employer contributory pension
Hours	0.8FTE. 30 hours per week. Flexible working arrangements available
Line Manager	Chief Executive Officer
Job purpose	To develop and deliver the Communications Plan for TRT in line with TRT strategy. To work with TRT staff to generate regular social media, newspaper and television coverage of Trust activity. To update and maintain the TRT website as a critical information resource and advertisement of our work. To ensure effective internal communication in order to maintain team culture and achieve TRT ambition

### CONTEXT OF WORK:

Tyne Rivers Trust (TRT) delivers impactful and strategic programmes of work across the whole of the Tyne Catchment. Our work is focussed around three pillars: Inspiring and connecting people with rivers, improving water quality and biodiversity and finally, increasing prosperity and ensuring resilient rivers.

Our goal is to consistently reach new audiences increasing their understanding, awareness and enjoyment of the Tyne and its tributaries and encouraging them to take action to help look after our rivers which is vital to the growth of TRT and the sustainability of the Tyne Catchment that we promote this work as widely as possible using the correct media and language for each audience.

TRT will be marking its 20<sup>th</sup> anniversary in 2024, a special and unique time to join the team. A key emphasis will be to promote achievements to date, communicate ambition for the next 20 years and encourage local private sector businesses to support us as well as increase awareness of the Trust to key target audiences in the corporate, community and education sectors.

### Key Responsible Areas

- Increase media coverage to increase the recognition of TRT's work and work with senior management to bring in more support from donors.

- Lead on developing campaigns to raise awareness about the importance of rivers and the need to manage catchments sustainably.
- Act as main point of contact for all communications including newsletter, website, social media, radio, TV, newspapers/magazines, press releases (proactive and reactive) and regular letters to donors.
- Self-engineer ideas for communications according to TRT strategic objectives.

## Key Objectives

### Strategy Development

- Develop and deliver the TRT Communications Plan
- Maintain, develop and review TRT's website to accommodate increasing delivery and encourage greater external support of our work.
- Seek innovative and creative ways to reach new audiences and generate long-term support in the form of funding as well as volunteering and partnership working.
- Work with the CEO to develop approaches to local businesses and develop long-term symbiotic relationships with them to the protection and improvement of the Tyne Catchment.
- Work with senior management and consultants to review TRT's brand including key messages, tone of voice, imagery, logo, and audience profiles.

### Operations and Administration

- Working closely with the CEO assume full responsibility for generating and delivering TRT communications.
- Provide a communications budget to the Finance and Risk Committee each year to build into the annual budget.
- Work with the staff team to generate digital content to promote their projects.
- Work with colleagues to create and manage publicity arising from the activity, including social media, LinkedIn and press releases.
- Write artistic briefs and manage contracts with external providers such as photographers, filmmakers, artists and game designers.

### Other Duties

- Play a key role in helping to deliver and communicate the Trust's ambition.
- Keep abreast of national messages through The Rivers Trust Communication Community of Practice and translate into Tyne Rivers Trust communications.
- Lead by example in prioritising health and safety and wellbeing by taking responsibility for yourself, participants, volunteers and colleagues. This includes abiding by Tyne Rivers Trust's Health and Safety and Safeguarding policies and defined standards of behaviour at all times.
- Lead my example in promoting professional communication across all media
- You may be required to carry out other duties and tasks from time to time for the efficient operation of the Trust.

## Detailed Objectives

Personal objectives will be set through the annual appraisal process with the line manager, with objectives reviewed and updated in writing. These will include any other duties and responsibilities as directed by the CEO from time to time, provided they are broadly similar to

duties normally performed by post holder or other post holders engaged in similar work. Shared objectives, necessary to contribute to the business development and current priorities for TRT will also be set.

### Training and Development

TRT is committed to continual personal and professional development. A training and development plan will be agreed through the annual appraisal process. The post holder will be supported through and expected to achieve accredited qualification as well as learning through peers and networks.

### Person Specification

TRT Communications Manager	Level of Knowledge, Experience & Skills	
	Essential	Desirable
<b>Knowledge</b>		
• Competence in communication mechanisms including social media, web, print media and email marketing specifically Wordpress, Mailchimp, Canva.	X	
• Familiarity with catchment-scale approaches and processes, eg Catchment Based Approach, Ecosystem Services, Natural Flood Management, Natural Capital		X
• An understanding of land and water management issues and contemporary challenges		X
• Ability to understand TRT's vision, purpose and achievements, sharing this knowledge to motivate and inspire supporters	X	
<b>Experience</b>		
• Proven success of building relationships with journalists and getting good airtime / copy	X	
• Competence in writing artistic briefs and managing external artists and other communication specialists	X	
• Experience of generating eye-catching printed material	X	
• Ability to work to tight deadlines and engender support from the team	X	
• Ability to communicate effectively, with integrity, tact and diplomacy, both verbally and in writing, to a wide range of stakeholders.	X	
• Proven success in developing and implementing communications plans	X	
<b>Technical Skills</b>		
• Excellent written and oral communication skills	X	
• Ability to sell a story and explain scientific principles simply		X
• IT literate	X	
• Competent in the use of social media (including Reels)	X	
• Website development using WordPress	X	
<b>Personal Attributes</b>		

• Ability to build trust and respect with a wide variety of interest groups	X	
• Creative, energetic and dynamic	X	
• Ability to work unsupervised with the drive to self-engineer communications and manage own workload	X	
• Exceptional time management, organisational skills with the ability to prioritise a varied workload	X	
• An effective team player	X	
• Ensure that equality, diversity and inclusion is celebrated and considered as part of all decisions taken	X	

### Additional Information

- TRT operates a flexible working policy. The position is office-based with home working supported to encourage work-life balance, personal efficiency, imposed pandemic restrictions and to remove avoidable travelling.
- The post involves travelling around the catchment and occasionally throughout UK and further afield overnight to attend meetings and conferences.
- TRT maintains two company vehicles for shared use. It is preferable that the post holder is able to drive and willing to use their own vehicle for work on occasion for which expenses will be reimbursed at Inland Revenue recommended rates.
- Hours of work are typically 37.5 hours FTE per week, or as required, with expected evening and weekend work as circumstances require.
- Communication Manager will have regular contact with Executive Leadership team to co-ordinate external communications in line with strategic objectives.