



## **Better River, Better Region, Better Life**

### Communications Manager

**Salary:** Starting at £33,920 plus 9% employer contributory pension

**Working Arrangements:** Flexible office/home and some field-based media work

**0.8 FTE (30 hours pw)**

#### The Trust

We are Tyne Rivers Trust, the only environmental charity dedicated to looking after the iconic Tyne and its tributaries. We work to improve our rivers through education, reducing pollution and practical conservation.

We know what we do is vital (and not always easy) but we need someone to help us spread the word to as many people as possible! We know people gain wellbeing benefit, livelihood and pleasure from it and will want to protect this.

The Tyne and its tributaries flow through the picturesque semi-rural counties of Cumbria, Durham and Northumberland. A mixture of beautiful wide-open spaces, species-rich ravines and fascinating industrial heritage, passing through rural and urban areas before flowing out to sea at Tynemouth.

The global pandemic and the increasing frequency and impact of extreme weather events have highlighted the importance of our environment and how we chose to live within it. Our work is increasingly recognised for its crucial role of improving rivers and we are actively growing our team to deliver practical work that directly contributes to climate change resilience, improved water quality and increased wellbeing for all within the catchment.

This is an exciting chance to use your skills, experience and passion for the environment to help us promote this work through a mixture of creative and hands-on communications, such as managing our website to ensure it provides all the relevant and useful information people and partners need to help do their bit.

Your priority will be to communicate our important messages and work so that they are understood, supported and accessible to all. This may be through multi-media campaigns, supporting the team at project events or coordinating with The Rivers Trust and local Rivers Trusts on regional and national issues.

Our most important asset is our people and we want to recruit the best. You will be joining a friendly and committed team of experts who are passionate about improving the Tyne rivers.

#### The Role – Communications Manager

The overall aim of this role is to increase brand awareness through media coverage and generate more support from volunteers and donors. It is to elevate recognition of the vital work we do and engender understanding of the benefits (and challenges) of working in partnership at all levels from

land managers, local authorities, statutory bodies and local communities to protect our catchment and its wildlife for the long-term future.

## Applications

We are looking to recruit an experienced Communications Manager to drive awareness of our work. You will have a professional, positive attitude and flexible approach to creative and inspiring communication.

### Essential Requirements:

- At least 3 years relevant experience in a Communication Role working across social media, web, print media and email marketing
- Excellent written and oral communication skills
- Demonstrable experience of working with PR and Ad agencies to produce eye-catching printed literature.
- Ability to craft a brand story and translate 'science speak' for the greater public.
- Keen and energetic. Someone who enjoys a fast-paced, deadline-driven role.
- Demonstrable success in developing and implementing a communications plan across several disciplines and audiences
- A working knowledge of Wordpress, Mailchimp, Google Analytics, Meta Business Suite/Ads Manager and Canva. As TRT use these systems.

Travel across the Tyne Catchment for events, meetings and remote site visits will be required in this role, so a clean driving license is essential. The role requires working outdoors occasionally, in locations with difficult access and in poor weather conditions. Specialist PPE kit will be provided by TRT.

Please contact TRT's CEO, Dr. Ceri Gibson, on 07939 318021 or [c.gibson@tyneriverstrust.org](mailto:c.gibson@tyneriverstrust.org) for more information or an informal discussion about the role.

To apply, please submit a CV and covering letter demonstrating how you can fulfil the requirements and meet the person specifications to Ceri Gibson as above.

Tyne Rivers Trust works across a large catchment, diverse in its inhabitants and their needs. We are committed to being an inclusive organisation. As an equal opportunity employer, we welcome your background, experiences and thoughts as an individual to deliver the best work we can as a team. Should you need support with your application please contact us.

Deadline for applications is **Monday 4<sup>th</sup> December 2023 at 12noon** with interviews scheduled for the **Wednesday 13<sup>th</sup> and Friday 15<sup>th</sup> December 2023**

Interviews will be in person at Tyne Rivers Trust offices (or via video conference if required), will last approximately 2 hours and will include a 30-minute skills test followed by more formal interview questions. The invitation to interview will be sent to short-listed candidates by 7<sup>th</sup> December 2023. There will also be opportunity to ask questions of the Trust.