

Job Description

Job title:	Communications and Campaigns Manager
Team:	Communications & Engagement
Responsible to:	Head of Communications and Engagement
Responsible for:	Communications Officers, Team Wilder Communications and Engagement Officer
Working base:	Avon Wildlife Trust Head Office, Bristol

Overall Purpose of Job

To lead the development and delivery of Avon Wildlife Trust's communications and campaigns, generating high profile, impactful communications with a bold, confident, local voice that inspires a love of wildlife, raises awareness of issues, communicates the Trust's impact, supports nature's recovery and stimulates people and communities of all kinds to take action for wildlife.

Main Responsibilities

- Co-ordinate the Trust's external affairs, developing change-making communications, campaigns and policy positions that inspire a love of nature, raise awareness of issues, and galvanise people, politicians and decision-makers to take action for wildlife
- Lead on the Trust's public relations, using a wide range of communications channels to raise our profile, demonstrate our impact, explain our actions, respond to queries, support fundraising and generate prospects for the Trust's supporter journey
- Support development of the Trust's engagement work, developing communications, content and campaigns to help build a diverse community of people taking action for wildlife, and create a tipping point where this becomes a societal norm
- Oversee the management and development of the Trust's communications and campaigns channels, including our website, social media, newsletters and magazines, press and publications
- Co-ordinate production of key Trust-wide publications and events including our *Wild Avon* Magazine, Annual Review, AGM and participation in the Festival of Nature
- Plan and monitor the Trust's communications and campaigns, developing annual calendars and budgets, tracking KPIs, and generating insights and analysis to constantly improve our reach, engagement and impact
- Plan for and provide crisis communications to issues affecting the reputation of AWT, working out of hours if necessary to communicate key messages and liaise with senior leadership team on public response.
- Lead the Communications and Campaigns team, co-ordinate communications training and support across the Trust, and deliver effective internal communications, developing a strong culture and capacity for communications throughout the Trust.

Job Specification

Job Impact

- Shapes the Trust's external communications and campaigns, contributing directly to delivery of strategic goals for nature's recovery and people taking action for wildlife. Oversees internal communications channels. Responsible for internal systems and processes for communications and campaigns, including handling non-member queries and ensuring legal compliance

People and Contacts

- Manages and develops relationships with press and media, handling regular columns, routine requests, complex issues and crisis communications as they arise
- Advises and supports Chief Executive and senior leadership team on priority communications issues, shaping key messages, providing training, preparing media briefing and ensuring the Avon Wildlife Trust's voice is compelling and consistent
- Works closely with colleagues across the organisation to support their communications needs and ensure a seamless supporter journey across communications and fundraising.
- Leads on collaboration with communications and campaigns colleagues across the Wildlife Trusts, including national communications, campaigns, policy and IT teams. Represents AWT on external communications partnerships including the Natural History Consortium

Management and Supervision

- Manages a small team of staff and volunteers supporting communications and campaigns activity across the Trust. Commissions and manages external suppliers.

Accountability and Resources

- Accountable for significant Trust resources, including website, magazine, annual report and social media channels. Plans, monitors, and controls expenditure on communications and campaigns.
- Responsible for establishing and building Avon Wildlife Trust's brand, reputation and voice to new and existing audiences via web, digital, print and PR channels, and in person events.

Independence and Judgement

- Significant scope and discretion for shaping the Trust's communications and campaigns work in discussion with the Chief Executive and senior leadership team. Role requires sound judgement in handling external communications and co-ordinating policy, including advising colleagues and direct reports. A high level of independent working is expected with the ability to prioritise and progress key tasks within a busy workload.

Creativity and Innovation

- Significant opportunity for creativity and innovation to develop storytelling across multiple communications channels. Takes a test and learn approach to developing channels and messages. Innovative thinking will be needed to shape communications around a range of fluctuating situations covering diverse and complex issues.

Working Conditions

- Working base will be Great George Street Office in Bristol, with the option to work a few days a week from home. Some regional travel will be expected. Occasional evening and weekend work as necessary (TOIL awarded)

Person specification

Experience of

- Managing and delivering impactful communications, campaigns, or similar (E)
- Planning communications or campaigns activity (E)
- Proactive and reactive media relations, pitching ideas for stories or features to journalists and liaising to achieve positive broadcast, press and online coverage (E)
- Digital and online communications, including websites, social media and email (E)
- Appointing and managing external suppliers (E)
- Managing budgets (E)
- Line management (D)
- Public affairs/political engagement and policy (D)
- Using communications activity to support fundraising or sales (D)
- Working cross-organisation to develop and embed best practise (D)
- Communicating an environmental or wildlife cause (D)

Competence, Knowledge and Skills

- Expertise in principles of strategic communications planning and evaluation (E)
- Expertise in social media across multiple channels to target specific audiences (E)
- Clear consistent branding and excellent customer journey with consistent standards and user experience (E)
- Search engine optimisation, social media optimisation and user journeys (E)
- Hands-on use of data and analytics to measure engagement and generate insight (E)
- Fluent writer with good grammar and ability to write for different audiences (E)
- Knowledge of the conservation/environmental sector (D)
- Good local networks with press and key institutions (D)
- Design skills e.g. Photoshop, In Design or similar (D)

Personal Qualities

- Professional communicator, at ease at all levels (E)
- Creative, flexible and innovative - a good problem-solver (E)
- Collaborative team player (E)
- Well organised and able to prioritise (E)
- Passionate about wildlife and the environment (E)

E = essential criteria, D = desirable criteria