



## **Candidate Information**

**Communications Officer**

**Tusk Trust**

**February 2025**

## **Overview**

Tusk is looking for a creative and passionate Communications Officer to support our mission accelerating the impact of African-driven conservation.

The role will provide support to Tusk's integrated communications strategy, taking a leading role in the implementation of Tusk's digital communications, especially social media platforms and the creation and curation of digital assets. The communications strategy covers Tusk's operations and fundraising in both the UK and the US, as well as project activity in Africa.

We need an adaptable and driven individual with experience in content creation and social media, and in supporting strategic communications campaigns. A passion for the natural world is a bonus!

## **About Tusk**

Tusk's mission is to accelerate the impact of African-driven conservation.

We partner with the most effective local organisations, investing in their in-depth knowledge and expertise. By supporting and nurturing their conservation programmes, we help accelerate growth from an innovative idea to a scalable solution.

For over 30 years, we have helped pioneer an impressive range of successful conservation initiatives across more than 20 countries, increasing vital protection for over 50 million hectares of land and more than 40 different threatened species. From the plains of the Serengeti to the rainforests of the Congo Basin, we're working towards a future in which people and wildlife can both thrive across the African continent.

Further details may be found on the [Tusk website](#)

## **DUTIES & RESPONSIBILITIES**

### **Digital Communications**

- Implement Tusk's social media strategy in line with Tusk's overarching communications strategy, ensuring it adheres to Tusk's values and brand guidelines, including language and tone of voice
- Produce compelling and shareable content for Tusk's social media platforms, including videos, images and text
- Analyse social media performance and explore opportunities to drive audience engagement and growth
- Develop promotional films on Tusk's work
- Keep the Tusk website up to date, writing and uploading regular news posts and blogs
- Prepare regular e-shots in line with the overarching communications strategy and send to Tusk's e-newsletter subscribers in both the UK and US, and analyse their success
- Create or commission digital content as needed
- Collate digital assets and toolkits and share as required

### **Communications Strategy**

- Support the Head of Communications with the implementation of Tusk's communications strategy, working with other Tusk team members as required.
- Monitor the media for relevant stories, opportunities and trends.
- Research and identify relevant opportunities for Tusk to react to news, participate in online discussions and share insights to strengthen the brand's authority.

### **General**

- The nature of the charity demands that this role be flexible to assist generally with all aspects of the work carried out at Tusk and is not limited to the duties listed above
- Uphold the reputation and integrity of the charity
- Ensure that correct health and safety standards are observed when carrying out the above duties, applying risk assessments when appropriate, and acting accordingly
- Work within the approved financial authorities

## **EXPERIENCE AND SKILLS**

Essential:

- 2-3 years' experience managing social media for a brand
- Ability to produce branded, clear, compelling, and audience-appropriate content for social media and digital platforms
- Excellent video editing and creation skills
- Strong writing and editorial skills
- Ability to work as part of a team and build excellent working relationships internally and externally
- Good organisation, time management and ability to focus on a specific task (as well as multi-tasking)

Desirable:

- Experience of marketing and communications for a charity
- A good understanding of African wildlife conservation issues.

### **Terms & Conditions**

**Accountability:** The Communications Officer reports directly to the Head of Communications.

**Location:** Tusk Office, Gillingham, Dorset (with the possibility of some working from home). Note that the office is due to relocate later this year, but will remain in the Gillingham-Salisbury area.

**Working Hours:** Candidates must be able to work five days a week (Mon-Fri). Tusk's working day is 8 hours long with 1 hour for lunch. Core working hours are 10:00 to 15:30. The other 2.5 hours will be allocated between the start and end of the day. Occasional travel within the UK will be required (mostly to London), and willingness to participate in occasional Charity events at weekends and in evenings is essential.

**Remuneration:** Annual salary in the region of £28,000 - £30,000 according to experience.

**Holidays:** 25 days per annum.

**Other benefits:** Tusk provides access to a stakeholder pension scheme, private medical healthcare and death in service cover

To apply, please send a CV and covering letter to Elli Hooper at [elli@tusk.org](mailto:elli@tusk.org)

Closing date for applications: Monday 17th February 2025 (23:59)