

Essex Wildlife Trust

Digital Communications Officer



Essex
Wildlife Trust





Essex
Wildlife Trust

We have an opportunity for a suitably qualified individual to join us at Essex Wildlife Trust as a Digital Communications Officer to lead on our social media platforms, reach new audiences, expand our impact and build relationships with supporters.

About Essex Wildlife Trust

We are the county's leading nature conservation charity, committed to protecting wildlife and inspiring a lifelong love of nature. We are one of the largest Wildlife Trusts in the UK.

This is the most important decade in the history of nature conservation and an exciting time to be joining us. If we are to tackle the climate crisis and the ecological crisis, we need the best people to rally around environmental protection.

Our values are **Impactful**, **Collaborative**, **United** and **Proactive**.

The Role

This role will oversee all of Essex Wildlife Trust's social media channels, ensuring that our key messages and information are delivered in an inclusive and accessible way. The role focuses on informing, inspiring and engaging the public about conservation and wildlife in Essex. The Digital Communications Officer will have the opportunity to lead social media campaigns that mobilise individuals, community groups and businesses.

Responsible for managing the Trust's digital content schedule across various platforms including Facebook, Instagram, X, TikTok, YouTube and LinkedIn, this role involves producing relevant short-form and video content to increase the Trust's reach and drive engagement to support income-generating activities. The Officer is expected to tailor content for each platform and collaborate with other departments to plan and create impactful content.

The post holder will work closely with the Communications and Marketing Manager to develop strategies and plans, utilising innovative and creative approaches and conducting regular analysis to enhance the Trust's influence. Working with the wider team, which includes Campaigns, Marketing, Design & Brand, the role contributes to cross-departmental communications that align with the Trust's strategic goals.

The ideal candidate will possess excellent interpersonal skills and the confidence to collaborate with various stakeholders. This includes acting as a spokesperson on social media, training staff (and volunteers where required) in this capacity, and working with ambassadors and corporate partners. Strong written and verbal communication skills, self-motivation and an understanding of the importance of different approaches across social platforms are essential. The post holder should also be adept at keeping up with trends.

This is a unique opportunity for a creative individual with a passion for conservation and communications to make a meaningful impact within the team.



Job Description

- To lead on the Trust's social media platforms, ensuring our brand is best represented, our supporter base grows, and we encourage engagement at all levels.
- An ability to find and tell stories, strong copywriting and editorial skills, and experience writing effectively for a variety of channels and audiences.
- Produce a clear content calendar, collaborating with the wider organisation to ensure all areas of the Trust are considered and ensuring a consistent flow of relevant and engaging material.
- Confident visual storyteller with an eye for photography and filming who is able to bring our projects and stories to life using video editing software.
- Work closely with the Trust's internal design studio, The Design Hide, to generate impactful digital assets using Canva or Adobe programmes and ensure our digital platforms fit, and elevate, the Trust's brand.
- To bring a creative approach to work, identifying and recommending new ways for the Trust to reach and engage a wider audience by understanding algorithms and trends, alongside keeping up to date on how similar organisations are encouraging people to take action.
- Work closely with the Digital Marketing & Communications teams at The Wildlife Trusts to deliver national campaigns within the county.
- Be a part of the Trust's inclusivity working group, ensuring our communications are inclusive to all audiences and that you feed into regular reporting.
- Plan and implement digital advertising campaigns, to help the Trust reach current and new audiences, and evaluating these regularly for ROI and engagement.
- Carry out regular analysis and reporting, utilising analytics to track performance and optimise strategies.
- Work effectively with colleagues across the Trust and demonstrate the values of being Innovative, Collaborative, United and Pro-Active.

Person Specification

- Qualified to degree level in a relevant subject (or equivalent), with knowledge about wildlife and nature conservation within the UK. Significant experience will also be considered.
- Confident communicator in private and public situations, advocating for the Trust in a professional manner.
- A track record in digital communications for business purposes, confident at utilising all social platforms to grow our supporter bases and generate engagement.
- Experience of creating and implementing multi-channel digital marketing campaigns, including paid activity.
- Confident short-form writer, able to understand complex projects and tailor written content for different platforms, including but not limited to; social media, website content, ad content and emails.
- Confident at using video editing and podcast software.
- Effective at prioritising, organising, planning and scheduling activities and resources to ensure deadlines are met.
- Great attention to detail and ensures high standards are achieved with a consistent and high-quality approach.
- A solid understanding of key analytics to help build and monitor effective campaigns.
- Understanding of what will resonate with people online and in person and up to date on the latest marketing and communication trends.
- A 'can-do' attitude and a great self-starter who works well on their own initiative and within a team, supporting and making a positive contribution to the Communications team and the wider Engagement team.

Additional Information

- The role may entail some evening and weekend working.
- The role requires an interest in working for a charity that is determined to protect wildlife for the future and for the people of Essex.
- The role requires the ability to drive, including a full driving licence and use of a vehicle, though pool vehicles may sometimes be available.
- The Trust operates flexible homeworking arrangements.



Terms

The position is a permanent, full-time position working Monday to Friday from 9:00am to 5:00pm. We are a flexible working organisation that include flexible homeworking arrangements. The starting salary is £27,690 per annum.

Annual leave entitlement starts at 26 days per annum increasing annually to 29 days plus Bank Holidays. We provide company sick pay increasing with length of service, an employee assistance programme, a combined 8% contribution pension scheme, staff social days, colleague nomination scheme and discounts in our Nature Discovery Centres.

How to Apply

To apply for this opportunity, please submit an online application via our website by 9:00am on Thursday 19 September 2024. The interviews will be held online on Tuesday 01 October 2024.

Thank you for your interest in this position and I look forward to receiving your application.

[Lauren Cosson](#), Communications Manager