



<b>Job Title:</b>	<b>Communications Officer</b>
<b>Location:</b>	Billingshurst, West Sussex (On-site)
<b>Salary:</b>	£30,000 p/a, 37.5 hours per week, Monday – Friday
<b>Contract Type:</b>	Fulltime Fixed-Term Contract (Maternity Cover: up to 14 months)
<b>Start Date:</b>	September 2024

**We are looking for a creative, hardworking and organised individual to join us in our mission to save African wildlife.**

#### **WHAT WE DO**

The Sheldrick Wildlife Trust has worked for over 47 years to protect all wildlife and habitats in Kenya. In 2004, the Sheldrick Wildlife Trust UK (SWT UK) was established to support conservation initiatives in Kenya, through direct project assistance, campaigning, fundraising, and education.

Across Africa, wildlife and habitats are facing an unprecedented threat from human activities. The SWT UK generates funds to undertake and support extensive field operations in Kenya, which include Anti-Poaching, Veterinary Intervention, Aerial Operations, Human-Wildlife Conflict Mitigation, the rescue and rehabilitation of orphaned elephants, rhinos and other wild species, and the security of wild spaces.

#### **ABOUT THE ROLE**

The Communications Officer will be responsible for managing the communications of the UK charity, inspiring and engaging both new and existing supporters. With a demonstrable experience in charity communications, you'll enjoy developing compelling content across various channels to engage supporters, raise awareness, and garner financial support for the charity.

You will work closely with staff from SWT UK, and collaboratively with SWT Kenya and SWT USA to oversee, develop, and deliver our communications plan, as well as assist in the development and implementation of key communications and marketing campaigns. Some administrative support will be involved, as well as PR.

You will join our team of six in the UK, reporting to the Executive Director. You will work on a fulltime basis, 37.5 hours per week, during our standard office hours of 9 - 5.30pm Monday to Friday. This is an in-site role and you will be able to commute reliably to our office in Billingshurst, West Sussex. We will consider 4 days per week, salary pro-rata'd.

## **KEY RESPONSIBILITIES**

### **Content creation:**

- Organise, create and schedule well-written, engaging content for our social media channels, including X, Threads and LinkedIn, to ensure a regular social media presence and grow our audiences on these channels.
- Research, create and publish our monthly email newsletter, to effectively tell our news and story, and inspire supporters to donate, adopt and fundraise.
- Create and publish our bi-yearly newsletter. This includes managing its creation and delivery, from writing, layout design, sourcing imagery, and securing approval through to overseeing the audiences and print process.
- Produce communications and project reports for corporate and high level donors, and assist in the creation of the charity's annual publications.

### **Communications management:**

- Oversee, develop and implement our communications plan, working closely with colleagues from SWT UK, SWT Kenya, and SWT USA to ensure we best engage our audience, and maintain a cohesive message across our communications.
- Maintain and develop the charity's catalogue of marketing and communications assets, in line with charity brand guidelines, so that staff can easily access resources they need.
- Identify and explore opportunities to communicate conservation success stories so that we can engage new supporters.
- Research conservation news stories, communications trends, and new communications tools, and opportunities for presentation to senior staff.

### **Administrative**

- Report on donor giving, campaign effectiveness, and digital analytics so we can produce effective communications.
- Maintain the media library, and provide support to other team members.

### **PR**

- Write press releases, respond to media enquiries, and develop working relationships with relevant media contacts.
- Manage PR and communications for the Herd of Hope public art installation so that we can continue to engage audiences in this unique awareness raising initiative.
- Support communications around periodic public facing events.

### **Other**

- Occasional new projects and responsibilities in keeping with the role and remit.

## PERSON SPECIFICATION

	Assessment stage	
	Cover letter and CV	Short test /exercise
<b>Desirable knowledge and experience</b>		
Minimum two years' experience working in communications, ideally as a Communications Officer or equivalent role in the third sector.	✓	
Proven ability to create compelling content for a variety of channels, audiences and media.	✓	✓
Demonstrable experience in delivering successful communications and/or marketing campaigns.	✓	
Experience with MailChimp or equivalent email management software.	✓	
Proficient in PR, including writing press releases and building relationships with media contacts.	✓	
<b>Desirable knowledge and experience</b>		
Experience using Adobe Creative Suite, or equivalent design programs.	✓	
Good experience of working with journalists and media outlets.	✓	
Knowledge of Google Analytics or other reporting tools.	✓	
Working knowledge of Google AdWords.	✓	
Knowledge and enthusiasm for conservation and wildlife protection issues.	✓	✓
<b>Essential skills</b>		
Excellent written and verbal English skills, with an eye for detail.	✓	✓
Efficient, with superb prioritisation and time management skills.	✓	
Positive and self-motivated, able to work independently and collaboratively.	✓	
Creative thinker, with ability to generate new, forward-thinking, and relevant ideas across digital and non-digital channels.	✓	✓
<b>Essential values:</b>		
Great team player, reliable, with ability to work collaboratively to support and engage team.		

## ADDITIONAL BENEFITS

Your friendly dog, if you have one, *may* be able to join you in the office. Our normal office hours are 9am -5:30pm with an hour for lunch, 37.5 hours a week. 24 days holiday, plus bank holidays. Automatic enrolment pension scheme. The role is office based with the option for occasional home working to deal with unexpected events.

### **APPLYING FOR THE ROLE**

Please read all the information about the role before applying. If you believe you are well suited to the role, send us your CV and one-page cover letter by clicking the 'Apply' button on our Charity Job Advert Listing. Use your cover letter to tell us about your previous experience and why you want to work for SWT UK. **Applications without a cover letter will not be considered.**

Early application is encouraged as we will be reviewing applications throughout the advertised period and reserve the right to close the advert at any time.

Closing date for applications is 18<sup>th</sup> August, if you do not receive an invitation for an interview by 23<sup>rd</sup> August, then you have unfortunately not been shortlisted.

Please be aware that final short-list candidates will be required to complete a short test relevant to the role.

All applicants must have the right to work in the UK. We are not able to support visa or work applications for this role. (No agencies, please).