



WHITLEY FUND FOR NATURE (WFN)

COMMUNICATIONS ASSISTANT - JOB DESCRIPTION

*REPORTING TO THE HEAD OF COMMUNICATIONS
INTERFACE WITH THE OPERATIONS MANAGER*

PR

WFN champions the sharing of success stories that resonate with supporters and demonstrate we can make a difference. Throughout the year, we actively work to secure PR coverage for Whitley Award winners. Increased visibility helps winners to attract further funding, gain new connections, and increase political clout – all tools which strengthen conservation work.

- Support the Head of Communications (HoC) to respond to press enquiries, supply materials, arrange interviews and accompany winners to interviews as required.
- Produce reactive social media to share PR coverage secured by the Head of Media Relations.
- Create and distribute toolkits for press and partners to bolster media campaigns.
- Collate charity and winner press coverage throughout the year.
- Manage communications partnerships where appropriate.

DIGITAL COMMUNICATIONS

WFN's communications seek to amplify the work of winners, raise the profile of the charity, bolster fundraising efforts, and contribute to global conservation conversations, positioning WFN as a leader within the sector.

- Day-to-day management of WFN's Twitter, Instagram, Facebook, YouTube, and LinkedIn accounts, growing engagement rates and channel performance, driving traffic to WFN's website, and sharing charity, winner, and sector news – in line with WFN's communications strategy and with input from the HoC.
- Support delivery of social media campaigns during the lead up to events to drive engagement and/or donations, and lead on posting content throughout the event period.
- Run social media for WFN's NextGen Programme, working closely with the Fundraising Officer (FO) to engage young professionals with our mission.
- Help produce video content.
- Support production and distribution of our regular e-letter (MailChimp).
- Lead management of WFN's photo library and footage archive (Google photos) naming, categorising, and uploading winner and event photos as we receive them.
- Collaborate with the HoC on WFN's website, continually evolving appearance and functionality to ensure modern and user friendly, with fresh content and working links, making recommendations where needed.
- Provide copy for website news stories and any additional copywriting as needed throughout the year.
- Regularly review webpages to ensure they are up to date, adding new information where necessary.
- Monitor website traffic using Google Analytics, SEO, and collect quarterly statistics on digital engagement strategies.



EVENTS

Whitley Awards Ceremony

The Whitley Awards are the result of an international search to find, fund, train and put a spotlight on outstanding grassroots leaders and their conservation projects. Finalists are invited to London for a week of training and events, culminating with the Whitley Awards Ceremony, where winners receive their Awards from WFN Patron, HRH The Princess Royal in front of 400 guests and many more tuning in via our livestream.

Communications

- Design PDF/e-invitations for events, in collaboration with relevant colleagues.
- Support digital event communications including creation of e-letters, website pages, email signatures and visual assets.
- Implement the strategy for events social media campaigns.
- Assist with supplier liaison across event filming, livestream, and photography.
- Help create event visuals and on-screen graphics.
- Post event, liaise with the HoC on uploading content to the website and across social media platforms, including press releases, photographs, news stories, winner pages and films.

Event organisation

- Assist the team in planning and delivery of events throughout the year including during the Whitley Awards Ceremony week and for our autumn events:
 - Supporting the organisation of events during the Awards week including the Friends Reception, Ceremony and NGO Reception.
 - Mail out of postal invitations with volunteers. Managing RSVPs in Salesforce.
 - Assisting with event logistics throughout the year (inc venue hire, catering, decorations, merchandise etc).

Throughout the year WFN holds other fundraising and engagement events ranging from intimate dinners, events as part of our Next Gen programme and major initiatives such as Biodiversity Summits which will require the CA's assistance. We are planning our next Biodiversity Summit in October 2024.

OPERATIONS SUPPORT

Smooth running of the WFN office and systems is vital for the charity to work effectively, with this role helping to support the team. The WFN office is a busy and welcoming environment, with regular visits by winners and supporters.

Office

- Ensure phones are promptly answered.
- Supervise answering machine and messages.
- Greet visitors.
- Maintain appearance of the office.
- Manage the office cleaner (currently through Helping).
- Liaise and negotiate with suppliers and order office supplies (e.g. stationery,



merchandising, refreshments, cleaning materials etc.).

Database Support (Salesforce)

- Data input and report creation, which may include:
 - Maintenance of database information (grantees, donors, suppliers), with regular pushes to complete missing data (email, addresses, telephone etc.).
 - Maintaining up-to-date fundraising and grant-giving information.
 - Regular cleaning of historic data.
 - Working with the Head of Finance, ensuring all donations are recorded in Salesforce.
 - Provision of reports for Director and Trustees on request.

Team

- Manage the team diary, helping organise in person and virtual meetings.
- Arrange transport, make restaurant bookings, etc.
- Arrange team travel, visas and accommodation and hospitality for winners/donors.
- Manage allocation and maintenance of IT equipment, including team laptops.
- Review and respond to general email enquiries (info@inbox).
- Support the team with filing documents on the server.
- Draft and regularly update thank you letter templates for the HoP and prepare and mail thank you letters in response to Friends donations, updating Salesforce to reflect.
- Draft/copy/post/file correspondence when required.
- Administrative tasks to support the Head of Finance and Director.
- Follow the charity's financial procedures, negotiate, and agree terms with the suppliers of all activities delegated to your post (as agreed at the annual budget meeting) and ensure the costs of the activities do not exceed the budgeted level without appropriate authority.

Other duties may be requested from time to time. This job description is not exhaustive and may evolve.