**Responsible to:** Head of Marketing and Communications

Responsible for: Volunteers (when relevant)

**Located at:** London Wildlife Trust, Dean Bradley House, 52 Horseferry Road, London SW1P 2AF

**Overall responsibilities:** Working closely with the Head of Marketing and Comms, our Marketing and Communications Officer will play a central role in creating and delivering our marketing and communications initiatives and campaigns. You will develop relationships with internal and external stakeholders in order to help tell compelling and appropriate stories about our work and its impact, and increase engagement. You will also work closely with the Supporter Marketing and Comms Officer to ensure opportunities to support income generation are maximised.

**Responsibilities:**

* To support the timely and effective delivery of London Wildlife Trust’s marketing and communication strategy, including digital and social, press and print media and events. Work closely with the Supporter Marketing and Communications Officer to ensure external comms support income generation, where appropriate.
* Develop and grow the Trust’s external media presence in line with the Trust’s Marketing and Communications strategy, Strategic Plan, Business Plan and other internal strategies
* To support the Head of Marketing and Communications to build an active and engaging digital presence, increasing traffic and engagement.
* Ensure creation of engaging content (including video) that may be used across the website and social media channels by working with volunteers and staff
* Increase user-generated content and explore new ways to engage with target audiences
* Use online analytics to monitor and report on the success of the Trust’s communications activities and identify opportunities to increase traffic and engagement
* Develop relationships with our local and central teams to support them to tell compelling and appropriate stories about our work and its impact, increasing engagement and awareness and supporting income generation, where appropriate
* Support the development and roll out of an internal account management system, to ensure internal teams receive a timely and high-quality service
* Support the creation of our quarterly Wild London supporter magazine. Including collating content, creating content where appropriate, copy editing and briefing design and layout
* Assist in the development of the revised Trust’s brand and its implementation
* Support the revision and operation of the Trust’s website(s)
* Help shape and deliver campaigns, particularly those for advocacy and citizen science.
* Liaise with The Wildlife Trusts’ national communications staff on press and external media matters pertaining to London and London Wildlife Trust.
* Briefing in-house and third-party designers, approving proofs and ordering materials and equipment, as required
* To keep up to date with best practice in marketing and communications and comply with relevant legislation and regulation and to work within the organisation’s policies and procedures, and ensure that good practice is observed
* Using Thank Q CRM, ensure all contacts details, warm leads and feedback generated through campaigns, activities and events are accurately recorded accurately
* To ensure that all data protection obligations are met in all aspects of the role including adherence to GDPR
* To work with the Head of Marketing and Communications to ensure all activities are delivered in line with allocated budgets, adhering to financial management regulations and procedures of the Trust
* To carry out any other duties as required by the Development team, and the line manager consistent with the job purpose.

**Other areas of responsibility:**

1. Promotion of the Trust: To work at all times to further the aims of the Trust including promotion of Trust membership.  To encourage donations and to assist in and promote related events and campaigns where appropriate.
2. Health and Safety: All staff are legally responsible for ensuring Health and Safety considerations are taken into account in all working situations.  Staff are encouraged to make reports or suggestions to the Health and Safety Officer on any matters of concern.
3. Equal opportunities: To work at all times within the Trust’s Equality and Diversity policy and to promote equal opportunities wherever possible especially with regard to volunteer and membership recruitment.
4. All staff may, on occasion, contribute to the work of London Wildlife Trust’s trading arm – London Wildlife Limited
5. Adhere to the policies and plans of the Trust and be a responsible representative of the team and the Trust to external stakeholders, groups, individuals and funding bodies.

**Terms and Conditions**

**Salary:**                        £28,342 per annum depending upon skills and experience

**Hours of work:** 5 days a week, 9.30 am - 5.30pm, including one hour for lunch. The post holder will be expected to work some weekends and some evenings for which time off in lieu is given.

Flexible working and job share arrangements will be considered

**Holidays:**                     25 days per annum plus statutory holidays

**Tenure:**                        Permanent

**Sick pay:** Employees are eligible for company sick pay after successful completion of the probation period and if the correct procedures have been followed; employees may still qualify for Statutory Sick Pay.

**Pension:** Eligible employees will be auto-enrolled into the company pension scheme. Further details on auto-enrolment can be obtained from this website <https://www.gov.uk/workplace-pensions>.  Pension contribution rates for LWT are currently at 3% employer and 5% employee. Even if you are not eligible, you can still join the scheme, but the Trust may not have to make any employer contributions. Further details will be provided on joining the Trust.

**Employee Assistance Programme** All employees have access to a free and confidential information, support and counselling service available 24 hours a day, 365 days a year

**Childcare Voucher Scheme** The Trust operates a salary sacrifice scheme

The following experience, skills and aptitudes are those that we are looking for in candidates for the above role. Those listed as 'Essential' are those that the candidates must have. Candidates who fail to meet these criteria will not be short-listed. 'Desirable' skills and experience are those that it would be advantageous to have, although it is not essential.

|  |  |  |  |
| --- | --- | --- | --- |
| **Essential** | **Assessed At** | **Desirable** | **Assessed At** |
| Demonstrable high standard of writing copy, with experience of preparing marketing and promotional material for all media | Application & Interview | Experience of contributing to or developing a digital strategy | Application & Interview |
| Demonstrable experience of using social media channels, web content and targeted approaches to engage a wide audience to either take action or engage with an organisation or campaign | Application & Interview | A strong practical understanding of Data Protection Act and GDPR principles | Application & Interview |
| Experience of using web Content Management Systems | Application & Interview | Demonstrable experience of creating and editing video and engaging graphics for use on social media | Application & Interview |
| Experience of using social media advertising to support campaigns and increase user engagement | Application & Interview | Experience of data analysis (e.g. google analytics, social media metrics) |  |
| Strong organisational skills, with the ability to prioritise and manage a full workload with competing deadlines | Application & Interview |  |  |
| Experience of marketing campaign coordination | Application & Interview |  |  |
| Commitment to London Wildlife Trust’s vision, mission and values in accordance with our equal opportunity, health and safety, safeguarding and lone working policies. | Interview |  |  |
| Ability to build and maintain effective working relationships with staff | Interview |  |  |
| Strong communication skills including experience of writing and commenting on marketing copy, with strong proof-reading and editing skills | Interview |  |  |
| High level of general IT competency particularly Microsoft Office | Interview |  |  |
| **Behavioural competencies and Personal attributes** | | | |
| Ability to communicate with enthusiasm, tact and diplomacy | Interview |  |  |
| Self-motivated, with the ability to work independently or in a team | Interview |  |  |
| Confident, with an assertive but friendly manner | Interview |  |  |
| Willingness to be flexible and respond to changing circumstances | Interview |  |  |
| Solution focused, adaptable and an ability to use initiative | Interview |  |  |

An enhanced DBS (formerly CRB) check will not be required for this role.