

Hampshire & Isle of Wight Wildlife Trust

JOB DESCRIPTION

1. IDENTIFICATION OF JOB	
Job Title	Communications Officer (Publications)
Department	Marketing & Fundraising
Responsible To	Marketing & Communications Manager
Responsible For	Specific freelancers and/or agencies and suppliers; no direct line management responsibility
Level	C
Place of work	Beechcroft House, Vicarage Lane, Curdridge, Southampton, Hampshire, SO30 2DP
Budgetary Responsibility	In agreement with the Manager, responsible for some day-to-day budget management and expenditure

2. OVERALL PURPOSE OF JOB
<p>It is an exciting – and crucial – time for Hampshire & Isle of Wight Wildlife Trust as we drive forward our ambitious Wilder 2030 strategy. We need to create a wilder Hampshire and Isle of Wight. We want more people on nature's side and supporting our work, with 1 in 4 people connecting with wildlife and taking action, and at least a third of land and sea protected and where wildlife is recovering.</p> <p>High quality and creative marketing and communications has a vital role to play in inspiring, engaging and encouraging people to support the Trust and take action for wildlife. Working closely with colleagues across the Trust, the postholder will lead on our publications, while also supporting the team with PR, media and communications activities as required.</p> <p>We are looking for somebody with a passion for wildlife and a talent for the written word, with a proven ability to produce compelling, entertaining, and accurate copy. This role may suit a journalist or media officer and the ideal candidate would have an excellent attention to detail with strong experience in written media, such as newspapers or magazines, while also being confident at producing high-quality work to deadline.</p> <p>A key aspect of the role will be to oversee and edit our members' magazine, Wild Life, which we produce three times a year. In addition, the postholder will also be responsible for the production of other printed materials and publications including the Trust's annual report and impact report.</p> <p>The overall purpose of the role is to promote the Trust and the value of what we do in line with the Wilder 2030 strategy, maintaining and enhancing our profile and reputation, upholding our brand, and helping to grow public support.</p>

3. MAIN RESPONSIBILITIES
<p>Publications</p> <ul style="list-style-type: none"> • Develop and produce Trust printed publications, ensuring high standards in all aspects of the role. Tasks will include sourcing and writing copy, project managing, designing and editing in conjunction with in-house and agency design team, and liaising with other contractors and printers. Specific publications include: • Lead and manage the production, strategic development, copywriting and editing of Wild Life, the Trust's membership magazine, three times a year, including all aspects of budgeting for design, print and postage. • Lead and manage other major flagship publications such as the Annual Report, Impact Report and Strategy documents as required. • Support staff across the Trust to produce communications of a high standard.

- Support with checking all marketing and communications materials before they are published – both from within and from outside the Trust – where they carry the Trust name and logo.
- Work with colleagues across the Marketing & Fundraising department to support the production of materials to support our fundraising appeals and campaigns.

Copywriting & Storytelling

- Taking a journalistic approach, proactively find, write and edit wildlife and conservation stories and case studies from across the Trust for online and offline channels, successfully adapting and amending content to make it suitable for multiple audiences and mediums.
- Lead on identifying, writing and editing compelling, engaging and accurate content for all Trust publications.

PR & Media

- Support the Communications Officer (PR & Media) in dealing with press enquiries and in fulfilling our media commitments, especially during particularly busy periods.
- Work closely with the team on the ongoing development and delivery of the Trust's PR and Media plan.

Contributing to a successful team

- Participate fully in department and staff meetings, maintaining excellent communication with other staff across the Trust and embodying a positive culture of sharing and learning.
- Together with the marketing and communications team, work across the Trust to ensure that agreed standards are set and upheld particularly in relation to:
 - Key messages.
 - Quality of writing.
 - Use of images.
 - Branding and design.
- When required, liaise directly with members of the public and media, demonstrating sound judgement to deal with challenging conversations and topics in order to protect and enhance the Trust's reputation.

4. JOB SPECIFICATION / SCOPE OF ROLE

- Working with the Director, Manager and colleagues, the postholder will have some responsibility for external relations. Including working closely with magazines external designer.
- The postholder will have contact with a range of external contacts, as well as all Trust staff and volunteers.
- In agreement with the Director and Manager, this role will have some responsibility for budget management and expenditure of the magazine.
- Weekend and evening work may be required for which time off in lieu can be claimed.
- Travel to other sites will be expected with this role.

General

- Abide by Trust procedures and policies, in particular Health & Safety and Equal Opportunities, Safeguarding & Child Protection and GDPR.
- Follow finance policies, processes and procedures.
- Promote the Trust wherever possible, in particular recruiting new members and acting as an ambassador for our vision, values and aims.
- Undertake additional duties commensurate with the post as may be reasonably requested from time to time.

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PERSON SPECIFICATION

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Department	Marketing & Fundraising

Below is the list of experience, knowledge, skills and personal qualities required for the above role.

Area A EXPERIENCE
Essential: <ul style="list-style-type: none"> Significant experience in a relevant PR, communications, media or journalism role. Demonstrable experience of proactively identifying and writing compelling stories. Significant experience of producing and editing written copy for publications. Good experience of proof reading to a high standard. Demonstrable experience in producing publications and printed materials. Desirable: <ul style="list-style-type: none"> Journalism experience in either newspapers or magazines. Some design experience – either directly or of outsourcing design and production of printed materials by managing relationships with freelancers, suppliers and/or agencies. Some experience of brand management including consistent delivery of the brand. Sound experience with budgeting and negotiating skills.
Area B KNOWLEDGE
Essential: <ul style="list-style-type: none"> A good understanding of marketing concepts and recent developments in the communications field. Good understanding of producing compelling content to engage multiple stakeholders. Good understanding of the processes involved in planning and producing publications. Desirable: <ul style="list-style-type: none"> A good understanding of the voluntary sector and of issues relating to wildlife conservation.
Area C SKILLS
Essential <ul style="list-style-type: none"> Excellent organisational, project and workload management skills. Excellent copywriting skills, as well as proven ability to edit and proofread copy. Excellent written and verbal communication skills with the ability to communicate effectively in a wide range of media and with a variety of audiences. Proficiency with Microsoft Office suite including MS Word, Outlook and Excel. Good creative judgement. Desirable <ul style="list-style-type: none"> Experience of using the Adobe Creative Suite or of similar design software.
Area D PERSONAL QUALITIES
Essential <ul style="list-style-type: none"> A flexible approach to work and a willingness to learn and take on new challenges. Excellent interpersonal skills with an approachable, friendly, and collaborative manner. Enjoy working as part of a team and in a fast-paced environment. Self-motivated and able to work under pressure and to deadlines. Creative thinker. Well organised and with excellent attention to detail. Interest in wildlife conservation and nature.