

JOB DESCRIPTION



1. IDENTIFICATION OF POST

POST TITLE **Communications Officer**

FUNCTION To ensure that the Trust and its work are promoted to individuals and organisations with particular emphasis on website management.

RESPONSIBLE TO Head of Operations and Development

RESPONSIBLE FOR Volunteers

2. PURPOSE OF POST

To generate greater support for Durham Wildlife Trust and nature conservation by ensuring that the Trust has a high profile and the value of its work is widely recognised.

3. MAIN RESPONSIBILITIES

To lead on transferring the Trust's current website to the national Wildlife Trust template.

To increase traffic through the Trust's website to ensure that opportunities for membership recruitment and shop sales are maximised.

To ensure that content on the Trust's website accurately reflects current local and national Wildlife Trust activity and that content is shared across all the organisation's media channels.

To co-ordinate the publication of the Trust's members magazine, gathering content, creating content and liaising with the design and fulfillment agents.

To support the promotion of the Trust's events, managing bookings, liaising with the organisers and proof checking details.

To work closely with internal and external colleagues to gather information on their work and the Trust's projects and activities.

To work with the Trust's external advisors to produce press releases and media statements relating to the Trust's work.

To work with colleagues, local groups and external designers to produce print, video and electronic media that promotes the Trust and its work.

To use the Trust's social media channels to promote the Trust and its work to the widest possible audience. To support other staff to produce relevant and timely content for social media.

To actively promote support of DWT through their work, including the recruitment of new members.

To support and recruit a small team of communications volunteers.

To coordinate closely with the colleagues responsible for membership development to ensure that communications support the retention of existing members and the recruitment of new members.

To pursue personal professional development, including attending training courses as/when required.

To liaise with all Trust staff, honorary officers and volunteers on relevant issues.

To attend meetings and events as requested.

To carry out all other reasonable tasks as required by the Head of Operations and Development.

GENERAL TERMS AND CONDITIONS

Salary: £24,000 per annum pro rata 25 hours per week – Can be worked flexibly over 3 – 5 days per week

Pension: Employees will be automatically enrolled into the Durham Wildlife Trust pension scheme with the below contribution rates. Employees can decide to disenroll from the pension scheme if they choose.

From 1st October 2018 onwards until further notice – minimum employee contribution 3% of salary and employer contribution 5% of salary.

Hours of Work: Normal working hours are flexible. 25 hours per week, minimum 3.5 days each week (with 30 a minute meal break), equating to a 25 hour working week.

Holidays: The number of days paid holiday per year is 31 days for a 37½ hour week inclusive of Bank and Statutory Holidays. Part-time employees are entitled to pro-rata holidays and public holidays. If you start your employment during the leave year, the holiday entitlement will be calculated on a pro-rata basis depending on the number of completed months of service and hours worked.

After two years of continuous employment, you will be entitled to one extra paid day of leave per year worked up to a maximum of five extra days per year.

Place of work: Usual place of work will be Rainton Meadows, Houghton-le-Spring, DH4 6PU. You may be required to work from other DWT premises at the discretion of Trust management.

PERSON SPECIFICATION

Communications Assistant

Criteria	Essential	Desirable
Education and Training	Educated to A-level or equivalent in relevant subjects.	Degree qualification in relevant subject. Relevant vocational qualifications/on-the-job training.
Experience	Demonstrable experience of developing websites, building and creating content using website content management systems. Experience producing editorial content and leading on editorial projects. Experience of working with others to develop press stories and promotional materials. Demonstrable experience of using social media to significantly increase engagement for an organisation. Experience of working effectively with colleagues and liaising with external partners.	Experience of using Google business packages and analytics. Experience of managing events within a team. Experience of communications within the charity/conservation sector. Experience using Pantheon on Drupal 4 services provider
Knowledge	Knowledge of the effective use of social media for targeted promotion of ideas and events. Understand the requirements of a public facing organisations in terms of how it presents itself and maintains public support and trust.	Knowledge of nature conservation. Knowledge of charity branding and working with communications strategies.
Skills and Abilities	Highly organized. Impeccable written communication skills. Good attention to detail even under pressure. Knowledge of Photoshop and other video and photo editing software. Ability to enthuse others about the work of the Trust, both verbally and in writing. Creative, and with the ability to follow instruction whilst working independently. Ability to work to varying deadlines. Ability to multi-task. Able to use Microsoft Office software. Ability to create a supportive working environment for colleagues and volunteers,	Ability to use Google suite.

	demonstrating empathy and encouraging excellence.	
Other	Some occasional evening and weekend work will be required A driving license.	Access to own vehicle for business as travel for business purposes could be required.