



Communications & Campaigns Officer **Grade:8**

Directorate: Fundraising, Marketing & Communications

Location: Slimbridge Wetland Centre with the opportunity for hybrid working

Reporting to: Communications and Campaigns Manager

Main function of post: To contribute to and support the delivery of the communications and campaigns strategy to support public engagement, income generation and policy and advocacy objectives, and to develop new and imaginative ways of broadening our audiences to help encourage a million people to take action for wetlands. This includes proactive media and PR for campaigns, delivering campaign activity across digital channels and translating complex scientific evidence into communications for target audience.

Supervisory responsibilities: None

Responsibilities of the post

1. Contribute to and support the delivery of the communications and campaigns strategy as part of the wider Fundraising, Marketing and Communications strategy.
2. Work with the wider Communications and Campaigns team to develop and deliver communications and campaigns plans to support public engagement, income generation and policy and advocacy objectives.
3. Plan and develop campaign and communications materials and work with colleagues in the Brand & Content team to develop supporting video, photos, infographics.
4. Drive forward proactive media and PR including working alongside a campaign agency and producing press releases and pitches to attract coverage. Where needed, also respond to reactive national media requests, working alongside another Communications & Campaigns Officer.

5. Monitor external developments and identify openings to secure opportunistic media coverage for WWT, wetlands and our key messages.
6. Build a network of contacts within all parts of WWT to help source compelling, engaging stories to promote our work, key messages and campaigns, and ensure the smooth passage of communications from draft to publication.
7. Develop and maintain a strong and diverse network of contacts within the media and other stakeholders to create opportunities to promote WWT and its work.
8. Write for a variety of platforms, including social media, website and supporter communications, translating complex scientific evidence and data into communications that are accessible for a variety of target audiences.
9. Support and advise WWT centre staff as appropriate and in line with the matrix management system on communications and media handling, for example helping them to manage local PR issues or providing material to help them reflect national stories and campaigns at a local level.
10. Provide judgement on reputational risks and opportunities, develop lines to take in conjunction with policy leads, and advise senior managers as required.
11. Work closely with partner organisations to agree and produce joint communications.
12. Deputise for the Communications & Campaigns Manager and the rest of the team as required.
13. Be responsible for working within the WWT health and safety policy and guidelines ensuring that the health, safety and wellbeing of yourself and others is an integral part of how you work.
14. Be responsible for engaging with the WWT Sustainability Statement, being aware of negative environmental impacts and incorporating sustainable ways of working within your role.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

Date raised: April 2022

Person Specification

1. Qualifications

Essential:

- Educated to degree standard or equivalent in a relevant subject
- Current driving licence as the ability to travel to other locations is essential

Desirable:

- A qualification in Marketing or Public Relations, e.g. CIPR

2. Experience

Essential:

- Experience of working on integrated communications campaigns
- Experience of writing for multiple channels to engage target audiences
- Public relations experience, including writing for and dealing with the media
- Understanding of current environmental issues and media structures
- Experience of maintaining and developing networks of contacts

Desirable:

- Experience of working within a similar level role in an environmental/ conservation organisation
- Experience of turning complex scientific evidence and data into accessible communications for a variety of different audiences
- Experience of event management and promotion
- Experience of managing relationships with celebrities
- Experience in crisis management
- Experience of project management
- Experience of using outside agencies to support work

3. Managerial & Supervisory

Essential:

- None

4. Responsibility

Essential:

- Understanding of the need to identify and mitigate reputational risks and opportunities
- Check work and request peer-review before issuing communications

- Represent our organisational position, externally and internally, on issues impacting the whole Trust, including crisis management and reacting and adjusting to issues

Desirable:

- Ability to brief and advise senior managers in tackling reputational issues
- Held similar role in similar organisation
- Experience of using outside agencies to support work

Levels of Responsibility:

| Type of Responsibility | Level (£'s) |
|---|-------------|
| Expenditure (exc. payroll) | £0 |
| Cash Handling | £0 |
| Assets (required for job, exc. buildings) | £0 |
| Visitors (per annum) | N/A |

5. Creative Ability

Essential:

- Generates original ideas to mitigate problems or develop new stories
- Demonstrable ability to target communications at different audiences
- Considerable ability to work independently under own initiative, with a positive 'can-do' attitude and used to multi-tasking, balancing deadlines and heavy workloads
- Ability to empathise with colleagues find solutions to achieve common goals
- Ability to think laterally and adopt a range of external views in order to position WWT effectively

6. Contact

Essential:

- Represent WWT in its entirety to all stakeholders internally and externally, sometimes in sensitive situations
- Excellent communication (verbal and written) skills with the ability to write engaging copy aimed at a variety of audiences
- Ability to build relationships and work with a wide range of people, both internal and external

Desirable:

- Experience dealing with internal and external senior management
-

General Notes

This position will from time to time require work during some evenings, weekends and public holidays to meet the needs of the post.