



1. JOB DESCRIPTION

Job Title	:	Communications and Marketing Officer
Group/Team	:	Communications and Marketing
Working Base	:	The Old Ragged School
Responsible to	:	Senior Communications and Marketing Officer
Responsible for	:	Communications and Marketing Volunteers (in conjunction with Senior Officer)
Overall Purpose of Job	:	To support the delivery of key elements of Nottinghamshire Wildlife Trust's communications and marketing activities, support the effective delivery of its county-wide events programme and maintain communication and marketing resources for activities including campaigning.
Main Responsibilities	:	<p>Managing Communications Outputs</p> <ul style="list-style-type: none">• Produce and deliver the Wildlife Trust's communications and marketing activity via digital channels including web, social media and e-newsletters; support the production of news releases and feature articles for external publications and the drafting of content for <i>Nottinghamshire Wild Life</i>, our Members' magazine.• Support the production of the Wildlife Trust's literature portfolio and on-site interpretation materials.• Work closely with the Fundraising team to support digital recruitment and donations and with the Trust's trading subsidiary team (NWTTL) to support income generation from events and retail sales.• Support the revision and operation of the Trust's website and implement future developments and updates.• Help shape and deliver campaigns and events and use online analytics to support the monitoring and reporting of their impacts. <p>Supporting Events and Activities</p> <ul style="list-style-type: none">• Provide marketing and communications support using the channels outlined above for events and activities organised by Communications and Marketing and other teams across the Trust, especially the People & Nature Team.• Manage digital event bookings and provide ongoing customer support for NWT and NWTTL.• Support the maintenance and coordination of an accessible portfolio of resource materials including displays, promotional materials, video and photographic images.

2. JOB SPECIFICATION

- Line Management and Supervision** :
 - Responsibility for managing the workload of volunteers within the team on specific projects. The role carries no direct line management responsibility.
- Responsibility, Budgets and Other Resources** :
 - Responsible for ensuring the day-to-day availability of resources such as events equipment (Marquees/banners/displays/etc) and ensuring their maintenance.
 - This role has no budgetary responsibility.
- Work Complexity** :
 - Lead on the planning and delivery of social media communications for specific events and campaigns and platforms as directed by the Senior Communications and Marketing Officer.
 - Manage and monitor social media ad campaigns whilst tracking and optimising live campaigns.
- Decision Making, Creativity and Innovation** :
 - Develop and support the design and production of a range of communications materials as directed by the Senior Communications and Marketing Officer.
 - Create photo and video content appropriate to assist with promoting campaigns, events and Trust activity.
 - Assist with the co-ordination of and logistics for, events as directed by the Senior Communications and Marketing Officer.
- People, Contacts and Representation** :
 - Represent the Trust in a variety of public settings such as events and will liaise with key stakeholder groups such as Local Groups and volunteers as directed by the Senior Communications and Marketing Officer.
 - Respond to requests for information from colleagues, volunteers and the media as instructed by the Senior Communications & Marketing Officer or the Head of Communications and Marketing.
 - Liaise with and support the Fundraising team and NWTTL to ensure external communications support income generation whilst enhancing and improving supporter acquisition and retention.
- Working Conditions** :
 - Full Time
 - Permanent
 - This role is based at the Trust offices on Brook Street in Sneinton Market
 - Regular evening and weekend working may be required.
 - Due to the nature of locations of events and nature reserves, a full clean driving license is required.

3. PERSON SPECIFICATION

Job Title : Communication and Marketing Officer
Team : Communications and Marketing

	Essential	Desirable
Experience		
Working in a busy team environment	✓	
Conducting research and producing written materials	✓	
Experience of using social media platforms	✓	
Experience of photography and film making and editing		✓
Experience of organising and delivering events		✓
Competence, Knowledge & Skills		
Excellent interpersonal, oral and written communication skills with the ability relate and liaise effectively at all levels	✓	
Working knowledge of Microsoft Office Suite (Word/Outlook) Excel/PowerPoint)	✓	
Knowledge of how to edit and update social media platforms including Facebook, Instagram Twitter & LinkedIn	✓	
An organised and through approach to work with the ability to prioritise own workload effectively, coordinate activities and conflicting demands to ensure that tight deadlines are met	✓	
A full driving licence is required, as the postholder will need to travel to locations within the County not served by public transport	✓	
Ability to handle kit and equipment such as marquees/displays	✓	
Knowledge of design and publishing suites, blogging platforms and e-newsletter systems such as Adobe, Canva and Mailchimp		✓
Understanding of nature conservation and wider environmental issues		✓
Personal Qualities		
Able to use own initiative as well as work as part of a team	✓	
High level of enthusiasm, self-motivation and self-discipline	✓	
A creative and imaginative approach to a wide-ranging job	✓	
Knowledge of and commitment to equal opportunities	✓	
Flexible and positive outlook	✓	
Attention to detail and common sense	✓	
Interest in environmental issues	✓	