



JOB DESCRIPTION

JOB TITLE:	MARKETING & COMMUNICATIONS OFFICER
(12 month	maternity cover, 0.6FTE)
TEAM:	FUNDRAISING & MARKETING
GRADE:	C
RESPONSIBLE TO:	Marketing Manager
RESPONSIBLE FOR:	Volunteers and Interns

OVERALL ROLE

Dorset Wildlife Trust protects Dorset's wildlife and wild places, from the Jurassic coastline to heaths, woodlands, wetlands and meadows. The supporters of Dorset Wildlife Trust generate over £1 million of crucial income through membership donations, wildlife adoptions and giving to fundraising campaigns. Supporter growth is central to Dorset Wildlife Trusts' strategy, to inspire and empower 1 in 4 people to take meaningful action for wildlife.

This role will provide a seamless link between online and offline marketing, enabling an integrated approach to all marketing and communications. It will focus on raising awareness of and supporting income generation for Dorset Wildlife Trust, through identifying, creating, and delivering original and inspiring content for both online and offline media, and attracting new and retaining existing supporters through digital engagement and storytelling. The postholder will provide marketing and communications support to Dorset Wildlife Trust campaigns, fundraising, and projects, working across all levels of the trust.

This is a part-time post (21 hours per week) fixed term 12-month maternity cover. It requires hybrid working, with the postholder's time split equally between home and Dorset Wildlife Trust's headquarters, Brooklands Farm. The postholder will be required to attend training, meetings and events in Dorset Wildlife Trust offices or sites, as and when required.

1. Key responsibilities:

- **Content creation:** Produce high quality multi-media content for online and offline channels, including local media articles, website blogs, news updates and social media stories.
- **Campaigns:** Create compelling content for lead gen, membership recruitment and fundraising campaigns (emails, blogs, website content and socials).
- **Social media:** Create content for social channels, monitoring and responding to comments and engaging with online communities.
- **Email marketing:** Build, schedule and optimise email campaigns and automated journeys that support fundraising, membership, events, projects and conservation updates.
- **Website:** Lead on updates, creating new pages, structural changes to the navigation and troubleshooting any issues.
- **Data analysis and reporting:** Help with the analysis of Dorset Wildlife Trust's digital engagement and performance metrics in relation to strategic KPIs.
- **Brand awareness:** Identify and diversify offline and online marketing opportunities to raise awareness of the overall Dorset Wildlife Trust brand, its visitor centres, nature reserves and local and national campaigns.

2. Other Duties

All staff are expected to:

- Undertake any other duties appropriate to the post as delegated by the line manager.
- Contribute to other Dorset Wildlife Trust activities when required, to deliver the aims of the Strategic Plan.
- Engender a culture of supporter recruitment and retention within the team
- Abide by organisational policies and procedures laid down in the Staff Handbook, including promoting equal opportunities particularly with regard to volunteer work.
- Ensure that Health and Safety policies and procedures are met in all aspects of the role.

Some evening and occasional weekend working may be required, with time off in lieu. There also may be periodic travelling within the county with occasional journeys further afield; Dorset Wildlife Trust pool cars are available but own vehicle may be needed. A valid driving licence is a requirement of this position. Overnight stays are only rarely required.

PERSON SPECIFICATION

Area A: Experience

The post holder will be expected to have experience in the following areas:

- Copy writing, proof reading and editing (essential)
- Social media and website Content Management Systems (essential)
- Marketing and communications (essential)
- Paid for digital advertising and SEO (desirable)
- Production of printed and digital publications (desirable)
- Media relations (desirable)

Area B: Knowledge

The post holder is expected to have knowledge of the following:

- GCSE level English and Maths or equivalent (essential)
- A degree or qualification in marketing (desirable)
- Print and design production (desirable)
- Advertising (desirable)
- Video editing (desirable)
- Some knowledge of wildlife and conservation

Area C: Skills/Qualifications

The post holder will require the following skills:

- Excellent communication skills
- Copywriting and proof reading
- Ability to work to deadlines
- Good time management
- Ability to handle data accurately
- Good with people and able to build relationships
- Ability to train, supervise and work with volunteers/interns

Area D: PERSONAL QUALITIES

- Excellent attention to detail
- Pride in quality of work
- Energy and enthusiasm

- Initiative
 - Flexibility
 - Tact and diplomacy when dealing with people and contentious issues
 - Enjoy working as part of a team
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Director signature:

Date:

Postholder signature:

Date: