**Hampshire & Isle of Wight Wildlife Trust**

**JOB DESCRIPTION**

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| 1. **IDENTIFICATION OF JOB** | |
| **JOB TITLE** | Assistant Communications Officer |
| **DEPARTMENT** | Communications and External Affairs |
| **RESPONSIBLE TO** | Communications Manager |
| **BAND** | B |

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| 1. **OVERALL PURPOSE OF JOB** |
| We need to create a wilder Hampshire and Isle of Wight. Wildlife is in freefall both locally and nationally and, in order to get nature on the road to recovery, we need everyone to take action.  We are looking for a highly motivated, creative and energetic person to join our Communications team and help us to engage, inspire and influence people across Hampshire and the Isle of Wight. The role will involve working across all areas of communications including digital, media, events promotion and publications.  We’re looking for someone keen to enter into a career in communications, who is passionate about nature, and who wants to develop their experience of integrated communications across a range of channels. |

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| 1. **MAIN RESPONSIBILITIES** |
| **Digital**   * Support with website design and content updates, helping to ensure the website stays up to date. * Help manage Trust events on the website by checking accuracy and publishing content. * Assist with the production of supporter enewsletters and keeping email records up to date. * Collate and report on key statistics such as website traffic, social media engagement and enewsletter opens. * Support with the production and posting of creative content for social media channels, including assisting with the development of video, animation and graphic design elements. * Assist with the management of the image library, helping to ensure that it is up to date and fit for purpose. Including uploading images, recording copyright information and sourcing new images.   **Design**   * Support with the creation of branded materials for reserves, education and events such as posters and leaflets. * Input creative ideas for campaigns and project communications. * Help create and edit video clips and produce animation to support communication.   **Media** **and Publications**   * Provide support for the Wildlife Trust’s magazine, What’s On Guide, editorial and other publications, including sourcing images, copywriting, editing, proofreading and assisting with design. * Repurposing local and national material from the magazine and other editorial to use across other channels. * Assist with press and media activity, including production of copy and materials for use in external printed publications.   **Contributing to a successful Trust**   * Support with monitoring incoming correspondence to mailboxes. * Participate in team / department and staff meetings, maintain excellent communication with other staff across the Trust and embody a positive culture of sharing and learning. * Promote the Trust wherever possible, acting as an ambassador for our vision, values and aims and encouraging others to support us. * Undertake other duties commensurate with the post or as may from time to time be determined by the department Director. * Promote the Wildlife Trusts. * Abide by all Trust procedures, policies and legal obligations. |

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| 1. **JOB SPECIFICATION / SCOPE OF ROLE** |
| * The role will have some contact with the general public, external contacts and with Trust staff and volunteers * At present this role has no budget responsibility * Weekend and evening work may be required for which time off in lieu can be claimed * Some travel to other sites will be expected with this role. |

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**PERSON SPECIFICATION**

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| **JOB TITLE** | Assistant Communications Officer |
| **DEPARTMENT** | Communications and External Affairs |

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

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| **Area A EXPERIENCE** |
| * Producing written copy for different channels * Experience of working in a team as well as self-managing time * Experience of working with website content management tools (desirable) * Experience of working with different social media channels such as Facebook, Twitter and Instagram * Experience of writing and building enewsletters |
| **Area B KNOWLEDGE** |
| * An understanding of basic marketing concepts and of recent developments in the communications field, including digital and social media * An understanding of the voluntary sector and knowledge of the Wildlife Trust movement’s aims and goals * An understanding of website content management tools to undertake website updates (desirable) * Understanding of how brands work and what is needed to promote and maintain them * A basic understanding of the use of digital imagery which may include editing images or creating metadata for images (desirable) * Broad understanding of current conservation issues locally and nationally |
| **Area C SKILLS** |
| * Educated to Degree or equivalent level * Demonstrate a high level of literacy in written and spoken English * Ability to write engaging and creative copy for a variety of channels and formats * Editing, proof-reading, and attention to detail * Proficiency with Microsoft Office suite and social media management tools * Experience using design software e.g. Photoshop, InDesign * Strong organisational skills and good attention to detail * Strong time management skills * Good creative judgement * Experience of video creation and editing, including creating animation (desirable) |
| **Area D PERSONAL QUALITIES** |
| * Passion for wildlife conservation, nature, and engaging with the public on these issues * Adaptability within a fast-moving field * Ability to work as part of a team * Approachable and friendly manner * Ability to work under pressure and to deadlines * Creative thinker |