



## Job Description

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### Communications Officer

**Grade:** 8

**Directorate:** Fundraising, Marketing and Communications

**Location:** Slimbridge Wetland Centre with the opportunity for hybrid working

**Reporting to:** Senior Communications Manager

**Main function of post:** To contribute to and support the delivery of the communications and campaigns team strategy to support public engagement and action, inspire WWT staff and volunteers and influence decision makers to help deliver our strategy aims. This hands-on role will develop creative ways to broaden engagement with new and existing audiences to raise the profile of WWT and help build a movement of one million people taking action for wetlands.

This is an exciting opportunity to deliver impactful communications activity according to priorities across a range of channels and disciplines. The post-holder will bring WWT's pioneering conservation work to life and help promote the superpowers of wetlands through proactive media and PR for communications and campaigns, supporting the delivery of WWT engagement events, developing content for social channels and engaging with WWT's internal audiences.

**Supervisory responsibilities:** None

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### 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 multi-channel communications and campaigns plans to support public engagement and action, inspire WWT staff and volunteers and influence decision makers to help deliver WWT's strategy aims.

3. Plan and develop external and internal communications and campaign materials, working with colleagues in the Brand and Content team to create supporting collateral (including digital and social materials, video, images and infographics).
4. Build a network of contacts across WWT to source compelling, engaging stories to promote our work, key messages and campaigns across channels.
5. Write for a variety of channels, including social media, website, internal and supporter communications, with the ability to turn complex scientific evidence and a range of conservation projects into communications that are accessible for a range of audiences.
6. Monitor external developments and identify proactive and opportunistic media and PR coverage for WWT and wetlands, including producing press releases and pitches to secure coverage in a range of on and offline media.
7. Develop and maintain a strong and diverse network of contacts with journalists, producers, bloggers and other stakeholders to create opportunities to promote WWT and its work.
8. Work with the Events Manager to plan, deliver and evaluate WWT's events programme, designed to drive public and stakeholder engagement, including working with colleagues across the directorate and wider organisation to deliver against key objectives.
9. With the Senior Communications Manager, deal with reactive media relations and provide judgement on reputational risks and opportunities, develop lines to take in conjunction with policy leads, and advise senior managers as required.
10. Co-ordinate the evaluation of communications and events activity and reports, including developing internal reports as required.
11. Deputise for Line Manager and the rest of the team as required.
12. 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.
13. 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.

# Person Specification

## 1. Qualifications

### *Essential:*

- Educated to A-level standard or equivalent.

### *Desirable:*

- A qualification in Marketing or Public Relations eg CIPR.
- Current driving licence with the ability to travel to other WWT sites and around the UK.

## 2. Experience

### *Essential:*

- Experience of planning and delivering integrated communications plans.
- Confident writing for multiple channels to engage a range of target audiences.
- Significant public relations experience, including writing for, pitching to and dealing with the media.
- Experience of delivering high profile events that support the delivery of organisation objectives.
- Experience of maintaining and developing networks of contacts internally and externally.
- Competent user of Microsoft Office applications.
- Planning and development of engaging social media content.

### *Desirable:*

- Understanding of current environmental issues and media structures.
- Experience of turning complex scientific evidence and data into accessible communications for a variety of different audiences.
- Experience of planning and delivering hybrid, online and in-person events.
- Experience of delivering engaging internal communications.
- Experience in crisis and issues management.
- Experience of briefing and managing outside agencies to support work.

## 3. Managerial and supervisory

### *Essential:*

- Ability to inspire others, through providing professional communications advice and guidance.
- Ability to lead staff at all levels, supervising their activities at external and internal events.

## 4. Responsibility

### *Essential:*

- Understand the need to identify and mitigate reputational risks and opportunities.
- Check work is of highest standards and manage peer review and internal approvals before issuing communications.
- Represent our organisational position, externally and internally, on issues impacting the

- whole organisation, including crisis management and reacting and adjusting to issues.
- Confident to support the delivery of high profile events with significant external reputational risks (such as the charity AGM).

**Desirable:**

- Confident to brief and advise senior managers in tackling reputational issues.

**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:**

- Confident copywriter able to adapt content for different channels and different audiences.
- Engaging story-teller, able to generate original ideas to support communications objectives, mitigate problems or develop and pitch in new stories.
- Demonstrable ability to target communications at different audiences.
- Able to work independently under own initiative, with a positive and proactive attitude willing to flex across projects and communications disciplines according to priority.
- Used to multi-tasking, balancing deadlines and busy workloads.
- Ability to empathise with colleagues to find solutions to achieve common goals.
- Ability to think laterally and adopt a range of external views in order to position WWT effectively
- Able to strategically plan a diverse and high-quality events that deliver against defined objectives.

**Desirable:**

- Confident briefing internal teams to support delivery of plans.

## 6. Contact

**Essential:**

- Represent organisation to all stakeholders internally and externally, sometimes in sensitive situations.
- Excellent communication (verbal and written) skills.
- 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.
  - Network of contacts in the media landscape.
  - Confident in working effectively with colleagues across the UK, including the planning and delivering of events at remote locations.
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## General Notes

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

We have an on-call press rota that all members of the Communications team are included on for emergency media enquiries.