



JOB DESCRIPTION: Avalon Marshes Project Communications Officer

This post is employed by Somerset Wildlife Trust on behalf of the Avalon Marshes Green Recovery Challenge Fund project partnership.

Somerset Wildlife Trust is a local independent charity focused on improving the natural environment of Somerset for the benefit of wildlife and people. We champion Somerset's stunning, diverse and important natural environment, making the case for nature to the public and politicians. We protect wildlife and lead the recovery of the environment by example, including on our nature reserves.

Somerset Wildlife Trust is one of 46 Wildlife Trusts across Britain which together with the *Royal Society of Wildlife Trusts* collectively form *The Wildlife Trusts*. We are the biggest charity movement in the UK working solely for nature and we believe that restoring nature on a landscape scale is essential for tackling climate change and biodiversity loss.

Our Vision

To deliver a Somerset wide nature recovery network creating more space for wildlife, benefiting everyone, and playing its part in helping us reverse biodiversity loss and tackle the climate crisis.

Our Mission

To champion the change needed to rebalance our relationship with wildlife and the natural world.

Our Goals for 2030:

1. To ensure that nature is improving across the county, supported by restored natural processes, and is connected and protected through a Nature Recovery Network, with at least 30% of land and sea managed positively for nature.
2. For nature to be valued and protected by everyone, building a movement with at least 1 in 4 people taking action for nature's recovery across Somerset.
3. By 2030 to tell the story of nature's recovery in Somerset through a shared, live online State of Nature tool that monitors progress and informs action.

Avalon Marshes Wetland Wonderland

Working in partnership with the RSPB, the Trust has been successful in securing Green Recovery Challenge Funding for the Avalon Marshes Wetland Wonderland.

The Avalon Marshes is one of the largest and most important wetland areas in the UK, home to a range of wildfowl, waders, rare insects, plants and reptiles, and threatened native species. This vital landscape is at risk from fluctuating water levels, agri-environment transition and habitat fragmentation. Covid-19 has delayed scheduled habitat management, as well as seeing a huge increase in visitor numbers, which our current infrastructure cannot accommodate.

At the heart of this landscape is the Avalon Marshes Partnership, consisting of Natural England, the RSPB, Hawk and Owl Trust, Somerset Wildlife Trust, South West Heritage Trust and the Environment Agency. Together the partnership is working towards a joint vision by which communities, landowners and businesses work together to manage the land to

achieve a thriving, nature-rich wetland landscape which is resilient and able to adapt to climate change, and providing significant income to the local and county economies through regenerative agriculture and eco-tourism.

Our project will further enable this vision by:

- Direct delivery on three existing sites, Somerset Wildlife Trust’s Westhay Moor National Nature Reserve (NNR) and Honeygar Farm (a former dairy unit) and RSPB’s Ham Wall NNR. Across these sites we will work to improve water quality, enhance passage for eels and fish, create a new hide and island habitats at Westhay, and begin restoration of Honeygar. This will help us to create bigger, better and more joined up habitats.
- Reaching out to new audiences, developing our offer and encouraging visitors from local urban areas and removing physical barriers with virtual engagement tools, as well as increased and improved signage, guidance, trails and events.
- Co-ordinate a consultant-led Community Renewal Funded Project producing an Avalon Marshes (AM) Feasibility Study and Roadmap: a detailed feasibility study and options appraisal of tourism needs in the Avalon Marshes to create a ‘masterplan’ for future development of the visitor economy, balancing growth with environmental sustainability.

Job Title	Avalon Marshes Project Communications Officer (Digital & Creative Content)
Grade	Specialist 2
Reports To	Avalon Marshes Project Manager
Team	Avalon Marshes in Nature Recovery Team
Job Purpose	<p>This is a new post, part of a new team, created for the Green Recovery Challenge Fund supported Avalon Marshes Wetland Wonderland project. The post is hosted by Somerset Wildlife Trust on behalf of the project partnership.</p> <p>This post will support overall project objectives by leading on design and delivery of onsite and digital interpretation and communications, including website design, to engage and inspire people about the Avalon Marshes nature reserves and the wildlife to be found there.</p> <p>The postholder will be the key communications liaison between the Avalon Marshes partner organisations (Somerset Wildlife Trust, RSPB, Natural England) to develop a clear communications plan providing creative and inspiring content for a range of audiences to learn about wildlife, value it and take positive action to protect it.</p> <p>This is a fixed term appointment until March 2023.</p>
Position	3 days a week. Based at Avalon Marshes Centre but with some time spent on site. Some opportunities for home working when not required on site. Evening and weekend work may be required and we operate a Time Off in Lieu system.
Working Relationships	<p>Internal (SWT): Key relationships: Avalon Marshes GRCF Team, Avalon Marshes Visitor Experience Officer, Nature Recovery Team, Communications Team, Engagement Team</p> <p>Relationships with: All staff, Trustees and volunteers</p>

	<p>External:</p> <p>Key relationships: RSPB south west and communications teams, Natural England communications lead, project steering group</p> <p>The general public, community groups, Parish Councils, partner organisations, private landowners, members and supporters, suppliers and contractors.</p>
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Job Description

Key responsibilities will include:

- Working with the Avalon Marshes team and partners, leading the redesign of the Avalon Marshes website bringing in appropriate expertise within budget to create an engaging and immersive experience of the landscape with exciting digital content, connecting and orienting new and returning visitors with nature.
- This will include refreshing and updating all existing content and working with all Avalon Marshes partners to ensure all sites, facilities and events are well represented and new content is delivered seamlessly.
- Compiling and delivering a range of new content on the website, including live webcams, interactive trails, virtual reserve tour and opportunities for online citizen science.
- Working with a third party provider, supporting the delivery of new digital interpretation and virtual content on a number of nature reserves that encourages visits and helps orientate visitors when they do.
- Working with a third party design and print company, delivering key physical interpretation panels on site to welcome and orientate people on their visit and guide them round the reserves, maintaining existing Avalon Marshes branding.
- Using digital communications techniques and working with south west tourism channels to drive awareness of the Avalon Marshes as a visitor destination, as well as bring the benefits of connecting to nature to local urban communities.
- Establishing clear communications processes for all partners to use.
- Ensuring data is collected and analysed to report on virtual and actual visitors to the Avalon Marshes for grant funders and wider Avalon Marshes Partnership use.
- Support existing and develop social media presence for the Avalon Marshes to reach new audiences.
- Work with the Engagement Team and Communications Team to ensure work fits our strategic direction and is communicated internally and externally, celebrating the Avalon Marshes, our sites and the work we are doing.

General

- The job holder is required to follow and comply with all policies and procedures of the Trust which includes the Trust's Health and Safety and safeguarding procedures, ensuring the personal safety of all staff, volunteers, young people and vulnerable adults involved in the project.
- To carry out other duties relevant to your post as reasonably required by your line manager.
- To reflect the Trust's Values in all areas of work.

PERSON SPECIFICATION

To succeed in this role you will need to demonstrate:

	<i>Essentials</i>	<i>Desirables</i>
Qualifications	<p>A degree, similar qualification or proven work experience in the field of communications.</p> <p>Current full driving licence and able to use own vehicle for work when necessary.</p>	
Experience/Knowledge	<p>At least two years' experience in a communications or marketing environment.</p> <p>Experience of managing small creative communications projects.</p> <p>Proven track record in delivering copywriting and content for digital channels.</p> <p>Confident use of website content management systems such as WordPress.</p> <p>Experience of working with third party suppliers such as design or web agencies or printers.</p> <p>Understanding of video creation and video editing software.</p> <p>Experience in delivering creative content suitable for a variety of digital channels including social media.</p> <p>Knowledge of SEO, Google Analytics.</p> <p>Proven track record in delivering communications programmes to drive awareness of projects/ campaigns and engage new audiences.</p>	<p>Basic understanding / use of creative packages such as Adobe InDesign.</p> <p>Experience of social media advertising such as Facebook advertising.</p> <p>Experience of using Eventbrite.</p> <p>Experience of working in the charity sector and funded projects.</p> <p>Experience of working with multiple partner organisations.</p>

<p>Skills</p>	<p>Excellent interpersonal skills able to inspire and negotiate to enable action.</p> <p>Competent with the use of digital platforms and software for online engagement.</p> <p>Excellent organisational, administrative, communication (written and oral), report writing, and IT skills.</p> <p>Creative flair.</p> <p>Ability to identify target audiences and create content in the right tone and language.</p> <p>Collaborate with partners and Avalon Marshes team to create content landing pages and optimize user experience.</p> <p>Proficient in using Microsoft office.</p> <p>Responsible, team-oriented approach.</p>	<p>Creation and editing of video content.</p> <p>High level of initiative and common sense in order to solve problems as they arise.</p> <p>Ability to analyse data and present it effectively to report on trends/support decision</p>
<p>Attributes</p>	<p>Demonstrate the ability to communicate enthusiastically and inspiringly, reflecting our goals as an inclusive organisation, especially to those contacting the Trust for the first time.</p> <p>Innovative, resilient under pressure and self-motivated – a solution seeker.</p> <p>Confident but with tact and diplomacy.</p> <p>Able to work as part of a team and on own initiative.</p> <p>Good time management and able to work to tight deadlines.</p> <p>Interest in wildlife and nature restoration, especially in a Somerset context.</p>	<p>Commitment to the aims of the Wildlife Trust movement and/or RSPB.</p>



SOMERSET WILDLIFE TRUST'S WORKING VALUES AND EXPECTATIONS

Developing Somerset Wildlife Trust

To deliver our Wilder Somerset 2030 plan we, Somerset Wildlife Trust, will need to build our charity, be clear in our priorities and ensure our own actions support our aims. We have a new set of Values that will inform all our decision-making and actions to bring about nature's recovery across Somerset.

- We are passionate about nature.
- We believe everyone can make a contribution to nature's recovery.
- We love Somerset - its amazing wildlife and its communities.
- We are confident and brave in standing up for nature.
- We encourage innovative thinking and action for nature's recovery.

To deliver our strategy we will:

- Support, inspire and enable others to act while leading by example.
- Develop a Climate and Environment Strategy that delivers on our own environmental commitments within the Trust covering all areas of our operation and land use including procurement, utilities, facilities, and transport to achieve carbon neutrality by 2030.
- Use our resources efficiently and effectively, harnessing the diversity, talent and commitment of our staff and supporters.
- Expand our supporter base and sources of income, including through embracing new opportunities to generate income streams that are compatible with our strategic goals and maintain financial stability.
- Embrace new ways to grow our impact and reach, with a particular focus on expanding our digital knowledge and experience.