



**Somerset**  
Wildlife Trust



# Wilder Somerset

## 2030



More space for nature where wildlife thrives  
with more people on nature's side



**Job description:**  
Content & Communications  
Officer

Somerset Wildlife Trust is a local independent charity and the only organisation uniquely 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.

The climate and ecological crises require comprehensive, ambitious solutions and urgent action across all sections of society. The crises are also inexorably linked so it is vital that our new strategy, '[Wilder Somerset 2030](#)' is delivered with both at its core. We recognise that people are part of the solution and everyone has a role to play in restoring nature and averting the worst of the climate change. Research suggests that if 1 in 4 people in society take action then social tipping points can be achieved and widespread positive change can happen. This underpins one of our key strategic goals and Team Wilder is our delivery approach to inspiring and empowering others to help nature recover.

### Our New 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 New Mission

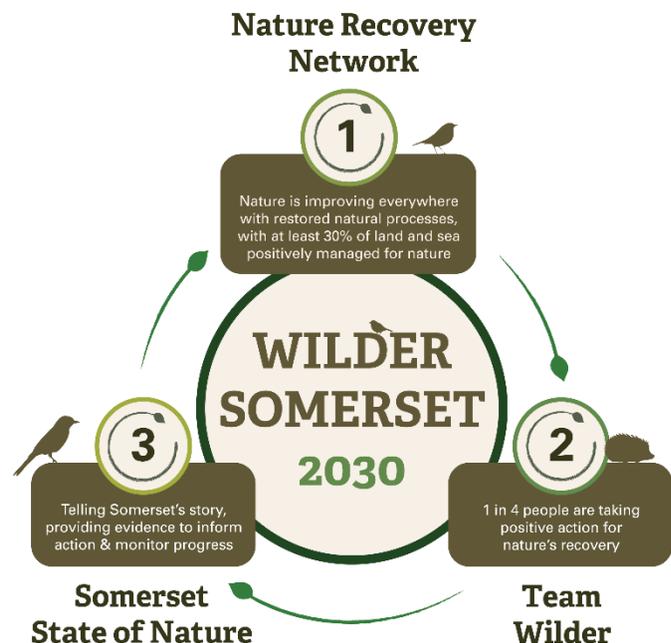
To champion the change needed to rebalance our relationship with wildlife and the natural world.

### Our Goals for 2030:

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.

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.

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.



## About the post

This role is for a highly creative, confident, robust and professional communications individual, who has been working within an integrated digital marketing or communications team for at least two years. The ideal person can put to use their learned skills to support a really busy, dynamic, forward-thinking, ambitious comms team and expand their own repertoire of communications skills at the same time.

You will be working closely with the Head of Marketing Communications and wider team to help plan, create and activate the Trust's annual communication plan. You'll be supporting the team across a wide range of programmes, projects, campaigns and activities and delivering creative, branded, on-message content across a range of platforms - both digital and offline – using the appropriate tone of voice, that support the Trust's Wilder 2030 strategy, showcases the Trust's work, bringing our story and nature's story to life in order to expand the charity's reach into new and wider audiences, and bringing new supporters on board with the Trust's mission.

<b>Job Title</b>	<b>Content &amp; Communications Officer</b>
<b>Band</b>	Level 2
<b>Reports To</b>	Head of Marketing Communications
<b>Team</b>	Communications Team
<b>Job Purpose</b>	<ul style="list-style-type: none"> <li>• Supporting the coordination, delivery and broadcast of on-message and on-brand creative digital content for broadcast across the wide range of communications platforms we utilise.</li> <li>• Specifically managing the day-to-day scheduling of social media content through our social dashboard, Sprout Social.</li> <li>• Providing additional communications support to the Senior Comms Officer and Website and Digital Marketing Lead on all key projects and campaigns across the Communications calendar.</li> <li>• Responsibility for updating our key Communications workspace through collaboration and networking with other internal teams.</li> <li>• Attending and coordinating meetings and collating key analytics for our Comms reporting dashboard.</li> <li>• Providing design and creative branding support where needed.</li> </ul>
<b>Position</b>	e.g., Permanent, 37.5hrs per week. Based at our Taunton office with opportunities for home working.
<b>Working Relationships</b>	<p><b>Internal:</b> CEO, All staff, Trustees</p> <p><b>External:</b> SWT members, the public, suppliers and contacts from other Trusts', specialist advice services, consultants, volunteers</p>
<b>Benefits of working for Somerset Wildlife Trust</b>	<p>We offer some fantastic benefits including:</p> <ul style="list-style-type: none"> <li>• Matched pension up to 7%</li> <li>• Life insurance</li> <li>• An annual professional institution subscription</li> <li>• Flexible and agile working</li> <li>• Wellbeing support – EAP, wellbeing champions</li> <li>• Diversity networks through RSWT/TWT</li> </ul>

	<ul style="list-style-type: none"> <li>• Pool car and mileage allowance</li> <li>• Paid volunteer days</li> <li>• Continuous Professional Development opportunities</li> <li>• 33 days of holiday (25 + bank holidays)</li> </ul> <p><b>The opportunity to make a real and positive difference to nature, communities and the climate</b></p>
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## Job Description – Key Responsibilities and Tasks

### Responsibility 1: Content Design, Creation & Delivery

- Support the team in producing creative content, including video, tailored for specific audiences and platforms to achieve the best possible engagement with our incredibly broad audience base.
- Working with the Senior Comms Officer and the Website & Digital Lead, along with wider teams, to commission and produce short-form, long-form and multimedia content and execute across the appropriate channels.
- Using Canva, create on-brand design templates for teams and their projects to enable them to create print and digital collateral to engage with their audiences and promote the Trust and its work – providing internal training for staff where needed.
- Support the Website and Digital Lead in ensuring that the website reflects the three pillars of our 10-year strategy updating basic content where appropriate and helping audit and improve SEO.
- Where relevant, support Communications colleagues to localise and syndicate nationally created campaign and project content across the Trust's own channels.

### Responsibility 2: PR & Branding

- Support the distribution of press releases and keep our media contact records up to date.
- Manage our image library and design and branding resources library and source and supply where needed for various ongoing projects and campaigns.
- Help coordinate print and design work working with our suite of external suppliers, negotiating costs while ensuring quality standards are maintained.
- To fact check and proof read communications to ensure their accuracy.
- Support the production of the member's magazine.

### Responsibility 3: Comms Project Coordination & Reporting

- Use excellent project management skills to take on the coordination of a range of small projects across the Trust teams in their entirety, delivering content and activities and keeping key internal stakeholders informed and updated.

- Responsibility for updating our key Communications workspace ([monday.com](https://monday.com)) through collaboration and networking with other internal teams and coordinating and attending meetings.
- Helping to collate key monthly analytics for our Communications reporting dashboard including; website, social and email metrics and generating reports from our media monitoring platform.

## General

- The job holder is required to follow and comply with all policies and procedures of Somerset Wildlife Trust which includes our 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 Somerset Wildlife Trust Values all areas of work.
- To work collaboratively with other Wildlife Trusts to share learning and achieve greater impact collectively.
- Somerset Wildlife Trust is committed to creating a more digital culture across the organisation. We aim to become more collaborative, agile and efficient through the use of digital technology. A basic level of digital skills is expected of all staff with the opportunity to improve these skills with career progression.
- Somerset Wildlife Trust has an Equality, Diversity and Inclusion Plan and is committed to continuing to improve the equality, diversity and inclusion of every aspect of our work; we know we need to engage with everyone to live our Values and achieve our goals. We welcome applications from everyone and are happy to discuss any accommodations or arrangements that would make the recruitment process better for you, and the working environment should you be employed.



## PERSON SPECIFICATION

To succeed in this role you will need to demonstrate:

	<b><i>Essentials</i></b>	<b><i>Desirables</i></b>
<b>Qualifications</b>	<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>	

<b>Experience/Knowledge</b>	<p>At least two years' experience in a digital communications or creative marketing environment.</p> <p>Experience gained in a similar role with responsibility for creative content creation across a range of digital platforms</p> <p>Track record in using creative software including Canva and/or Adobe InDesign to produce digital content.</p> <p>Strong skills in the use of all key social media platforms, including a dashboard such as SproutSocial or Hootsuite.</p> <p>Track record in delivering copywriting and content in the right tone for a variety of channels.</p> <p>Exposure to developing on-going KPI's &amp; success metrics which can be communicated precisely, including navigation of Google Analytics and social media platform metrics .</p> <p>Knowledge and basic application of Mailchimp or similar email campaign software.</p>	<p>Experience of working in the charity sector and funded projects.</p>
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<p><b>Skills</b></p>	<p>Experience in working with web CMS systems.</p> <p>Experience of using email campaign software and creating content for email campaigns/digital newsletters.</p> <p>Experience and confident use of using Canva to create digital design assets or Adobe InDesign.</p> <p>A good level of planning, organisational skills, time management an ability to manage multiple priorities.</p> <p>Excellent copywriting skills and a highly creative mind.</p> <p>The ability to work effectively with others and as part of a team.</p> <p>Ability to work independently with minimal supervision.</p> <p>Highly skilled in analytic platforms and tools including Google Analytics, with an ability to present it effectively to report on trends/support decisions.</p> <p>Good knowledge of Microsoft Office.</p>	<p>Video editing</p> <p>Experience of a project management/workflow system eg. Asana/Slack/Monday.com</p>
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**Attributes**

You will be analytical by nature, using data to continually optimise creatives, channels, and messaging to deliver maximum results.

Self-motivated, able to work independently with a high level of initiative – a solutions seeker with a ‘can do’ approach.

Curious - proactive in seek out trends in a fast moving area.

Flexibility to work on a variety of projects at any one time and to respond to changing priorities

Ability to communicate enthusiastically and inspiringly, reflecting our goals as an inclusive organisation, especially to those contacting the Trust for the first time.

Creative, Innovative

Adaptable, calm and resilient under pressure

Confident but with tact and diplomacy.

Good time management and able to work to tight deadlines and deliver content for multiple projects.

Results oriented.

Need one on being enthusiastic and eager to learn – has been mentioned in different points but I want someone really positive, enthusiastic and eager to learn!

Commitment to the aims of the Wildlife Trust movement

Natural relationship builder with strong listening skills as you will need to engage and build strong working relationships across the Trust.



**Somerset**  
Wildlife Trust



## 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 contribute 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.

