



**Somerset**  
Wildlife Trust



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Consultancy



# Wilder Somerset

## 2030



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



**Job description:**  
**Senior 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 (SWT) 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 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 helping to address 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 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

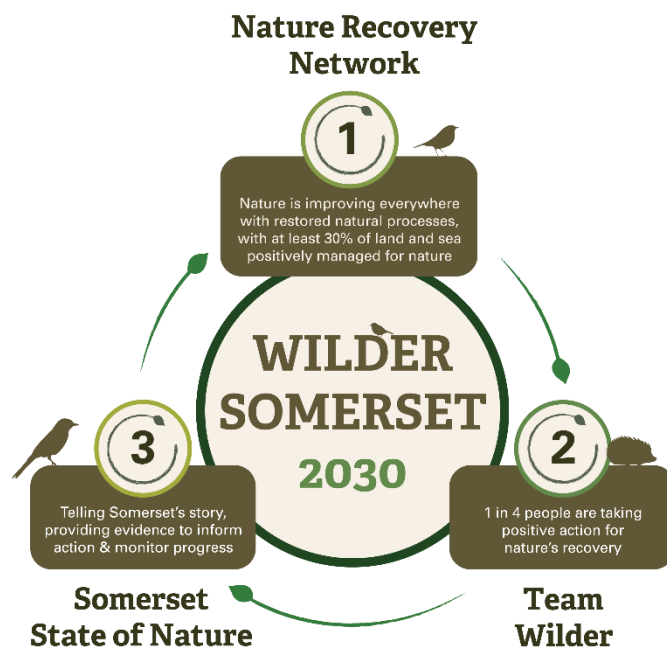
To champion the change needed to rebalance our relationship with wildlife and the natural world.

### 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

As Senior Communications Officer, you will be working closely with the Head of Marketing Communications to help plan, create and deliver, with the help of specialists across teams, the Trust's annual communication plan.

You'll be responsible for leading communications projects, campaigns and day-to-day activities. You will be delivering creative content and marketing across a range of platforms - both digital and offline – that support the Trust's Wilder 2030 strategy and showcases the Trust's work. This will result in bringing nature's story to life in order to expand the charity's reach into new and wider audiences and bringing new supporters on board.

You will be able to think creatively, within a fast-paced environment where no day is the same, as well as be comfortable delivering key tasks and mucking in when all hands are needed on deck.

You will be comfortable with the relevant platform analytics to report on progress against agreed key performance indicators.

<b>Job Title</b>	<b>Senior Communications Officer</b>
<b>Grade</b>	Band Level 3
<b>Reports To</b>	Head of Marketing Communications
<b>Team</b>	Communications Team
<b>Job Purpose</b>	<ul style="list-style-type: none"><li>• Deliver creative communications activities and branded digital content campaigns across the Trust's key communications channels to increase the Trust's reach, develop new audiences and convert initial awareness of SWT into measurable engagement/action for nature.</li><li>• Devise a plan with tactics to grow the Trust's key communications channels and digital communities and increase engagement using engaging and dynamic content.</li><li>• Provide communications support and project management for a range of exciting projects and campaigns across the whole organisation, liaising with the internal Directorate teams to do so</li><li>• Liaise with the central Wildlife Trust (RSWT) team on national campaigns and communications.</li><li>• Track analytics and create regular reports detailing effectiveness of communications campaigns and our digital channels.</li><li>• Day-to-day guidance and project oversight for the wider communications team to support them to deliver a high-quality service to the wider organisation and inspire innovation and improvement in all that the team delivers.</li></ul>
<b>Position</b>	Permanent, 37.5hrs per week. Based at our Taunton office with opportunities for home working.
<b>Working Relationships</b>	<b>Internal:</b> CEO, All staff, Trustees
	<b>External:</b> SWT members, the public, suppliers and contacts from other Trusts', specialist advice services, consultants, volunteers

<b>Benefits of working for Somerset Wildlife Trust</b>	<p>We offer some fantastic benefits including:</p> <ul style="list-style-type: none"> <li>• 7% employer pension contribution</li> <li>• Life assurance</li> <li>• An annual professional institution subscription where applicable</li> <li>• Flexible and agile working</li> <li>• Wellbeing support – EAP, wellbeing champions</li> <li>• Diversity networks through RSWT/TWT</li> <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> <li>• Staff social calendar and events</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

Using excellent internal networking skills, working across the wider organisation, the Senior Communications Officer will collate information and content from different teams, projects and thematic programmes. They will then use this to create and deliver, with support from the specialists in the Communications team, an exciting calendar of creative branded content and communications in line with the Trust's brand guidelines. The role will work confidently with and maintain relationships across the Trust's teams, with both external partners and the central RSWT team.

Evaluating emerging engagement technologies and platforms and providing thought leadership and perspective for adoption where appropriate and brainstorming new and creative growth strategies through marketing, providing training to upskill internal staff teams where appropriate and where it supports overall communications objectives.

Ensuring that Somerset Wildlife Trust plays its part as a local Trust as part of wider national Wildlife Trust national campaigns where we can have greater impact.

The Senior Communications Officer will provide support and leadership to the Content & Communications Officer and Website and Digital Officer and collectively identify areas for improvement and development in the Communications department. This role will also include ensuring our Communications volunteer(s) are providing the team with support where necessary and where their skills allow.

## Responsibility 1: Leading Digital Channels

- Designing and implementation of SWT's digital and social media content plan (for both paid and organic content) with the support of the Content & Communications Officer, ensuring it complements the Trust's overall Wilder Somerset 2030 strategic goals and objectives, marketing plans, key campaigns, engagement and fundraising activity. Driving the high performance and growth of SWT's social channels – ensuring increasing engagement and reach.
- Working with and supporting the Content & Communications Officer to create a calendar of high-quality engaging, range of content for sharing across internal and external marketing communications channels in support of the strategic vision, ensuring consistency in terms of tone of voice, branding, messaging and

frequency of communications across all key channels. The Senior Communications Officer's social media content plan will aim to grow all SWT's social media and digital communities and increase organic engagement.

- Expand reach to bring new supporters on board with the Trust's mission, to get involved with SWT's work across the county, take action for nature, and to grow membership and income.
- Working closely with the Website & Email Lead to understand and optimise user journeys and conversions between social channels and the website and providing support and counsel to the Website & Email Lead with regards to the delivery of impactful email campaigns to support key integrated projects, campaigns and core strategy programmes. Also providing support and guidance on ensuring the website is as effective a channel as it should be as a central destination hub for social and digital journeys.
- Liaising with the Wildlife Trust (RSWT) central office to ensure central content and advocacy campaigns are delivered as agreed on local social channels with local messaging and that the Somerset message is clear, with the use of local case studies and stories.
- With the Content & Communications Officer, and liaising with external providers where necessary, providing brand design support for communications collateral, reports, newsletters, brochures, flyers, posters and presentations. Using appropriate software (e.g., Canva, Adobe, InDesign, Illustrator, Photoshop) for a range of audiences, creating templates where appropriate for internal staff to utilise to deliver small-scale projects independently.

## **Responsibility 2: Marketing & PR**

- Marketing opportunities including a range of channels from print, media, events to paid online adverts
- Developing strong relationships with local and national journalists and be the lead day-to-day SWT media contact for press enquiries, with the Content & Communications Officer taking on administrative press office tasks and handling some incoming queries.
- Recommending and developing feature ideas for key publications working up ideas with colleagues across the Trust, selling in stories, and coordinating the provision of spokespeople, background information and logistics.
- Working with, and providing guidance to the Content & Communications Officer, creating and distributing targeted press releases or media alerts where appropriate, following up with key media contacts to maximise coverage and amplify SWT's successes and impact.
- Be alert and responsive to the news agenda, keeping abreast of issues affecting the Trust and identifying PR opportunities and trends on social media that SWT can engage with, whilst also horizon planning for key contentious issues so as to provide PR support during crisis and major issues.

## **Responsibility 3: Project Management & Reporting**

- With excellent project management and coordination skills using our *Monday.com* work system, and working with internal stakeholders, design, coordinate and deliver bespoke plans to support a range of key projects across the year such as appeals, big events, campaigns and nature recovery projects.



- Working with the team to deliver any relevant communications training or resources to make available to staff.
- Supervising the monitoring and measurement of campaigns and their success, and reporting key KPIs to internal stakeholders on a monthly basis.
- Internal communications - updating the staff portal on SharePoint with regards to communication assets, training and resources.
- Representing the Communications Team along with others across the Trust as part of the Trust's project management working group, feeding back on best practice and new innovations that result in a consistent approach to project management.

## **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.

To succeed in this role you will need to demonstrate:		
	<i><b>Essentials</b></i>	<i><b>Desirables</b></i>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• A degree, similar qualification or proven work experience in the field of communications.</li> <li>• Current full driving licence and able to use own vehicle for work when necessary.</li> </ul>	
<b>Experience/Knowledge</b>	<ul style="list-style-type: none"> <li>• At least three years' experience in a communications or marketing role.</li> <li>• Proven track record in delivering digital content programmes to drive awareness of projects/ campaigns and engage new audiences.</li> <li>• Proven track record in delivering copy and content in the right tone for a variety of channels including social media.</li> <li>• In-depth understanding and experience in delivering paid for social media campaigns to include Facebook ads, Instagram ads etc.</li> <li>• Ability to develop ongoing KPIs and success metrics which can be communicated precisely to internal stakeholders.</li> <li>• Experience in writing press releases, selling in stories and handling media enquiries.</li> <li>• A keen knowledge of social media and digital industry trends, including a good understanding of key platform changes.</li> </ul>	
<b>Skills</b>	<ul style="list-style-type: none"> <li>• A highly skilled copy writer with excellent editing and time management skills.</li> <li>• Excellent social media and digital marketing skills to optimise content, thinking creatively about how to reach diverse audiences with key messages, and increase reach, engagement and impact.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Ability to develop strategic narratives that showcase our work and align with organisational goals.</li> <li>• Demonstrable experience of producing a range of communications and marketing materials.</li> <li>• Excellent creative skills and a good eye for design – excellent IT skills and experience of using design software such as Adobe and Canva to create graphics and edit imagery.</li> <li>• In-depth understanding and use of the back-end functions of social media dashboards to deliver paid for social media campaigns to include Facebook ads, boosts, Instagram ads etc.</li> <li>• Excellent organisational, administrative, communication (written and oral), report writing and IT skills.</li> <li>• Experience working in an integrated and focused team – knowing how to collaborate with others to find valuable content to showcase the Trust’s work.</li> <li>• Strong planning and project management skills, with the ability to adapt content and plans depending on changes in business or internal customer needs.</li> <li>• Excellent attention to detail.</li> <li>• Ability to analyse data and present it effectively to report on trends/support decision.</li> <li>• Good judgement.</li> <li>• Good knowledge of Microsoft Office</li> <li>• Ability to use creative design packages such as Adobe and Canva to create social media graphics.</li> <li>• Basic filming skills and use of video editing software to create video content for social media.</li> </ul>	
<b>Attributes</b>	<ul style="list-style-type: none"> <li>• Excellent collaboration and networking skills, and ability to build rapport with key stakeholders internally, externally and with the media.</li> </ul>	<ul style="list-style-type: none"> <li>• Commitment to the aims of the Wildlife Trust movement.</li> <li>• Passion for wildlife</li> </ul>



	<ul style="list-style-type: none"> <li>• Track record of working autonomously and collaboratively in a dynamic, fast-paced, and challenging environment.</li> <li>• Independent operator who is confident in taking the lead to drive the Trust's social media profile to the next level.</li> <li>• Positive and inspiring communicator.</li> <li>• Creative, innovative and dynamic.</li> <li>• Adaptable, calm and resilient under pressure.</li> <li>• Self-motivated, high level of initiative – a solutions seeker with a 'can do' approach.</li> <li>• Confident but with tact and diplomacy.</li> <li>• Good relationship builder able to readily build relationships with colleagues and partners.</li> <li>• Good time management and able to work to tight deadlines and deliver content for multiple projects.</li> <li>• Results oriented. Analytical and enquiring mind.</li> <li>• Flexibility to work on a variety of projects at any one time and to respond to changing priorities.</li> <li>• Willing to travel around the county and occasionally beyond with access to car to travel to remote locations.</li> </ul>	
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## 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.

