

Communications & Marketing Manager

Full time (Maternity cover)

Job purpose

To take forward effective and proactive communications of World Land Trust's mission and activities to a range of external audiences. To oversee marketing functions and help secure sustainable and increasing income from an optimum mix of sources. Through engaging and transparent marketing messaging position WLT as a leading international conservation organisation with national and international audiences, and to champion the professional integrity and ethos of the Trust.

Main duties and responsibilities

Communications

- Assist in the development and implementation of top class communications.
- Oversee the implementation of the communications strategy, including printed publications, press releases, digital communications, website and social media.
- Build strong relationships with the conservation programmes team to ensure that inspiring stories and updates are delivered to provide compelling content to communicate to our supporters.
- Work with communications team to deliver a vibrant, coherent and consistent web experience and ensure that content is in line with set policies, key messages, house style and brand identity.
- Collaborate with the Donor Relations team on executing and effectively communicating events.

Marketing

- Assist in the development of WLT's marketing and fundraising strategy, to secure a variety of income streams.
- Oversee the implementation of WLT's marketing and fundraising strategy.
- Assist in the development of appropriate benchmarks and target measurements for reporting purposes and effective evaluation of income against spend.

Operational and line management

- Collaborate with other members of the Senior Communications and Development team in developing its profile, communications and leadership to ensure clear and unified standards for the organisation.
- Collaborate with other members of the Senior Communications and Development team to ensure robust and appropriate systems, policies and procedures are in place to reduce organisational risks.

Person specification

Formal qualifications

- Education to degree level or equivalent professional qualification

Experience and knowledge

- Excellent written and spoken communication skills, with the ability to appeal to and inspire a wide variety of audiences
- Experience of developing marketing and communication strategies
- Excellent proof reading and copy writing skills
- Proven track record in fundraising, marketing and communications
- Sound knowledge of charity giving, preferably within the environmental sector
- Experience of managing marketing budgets and developing benchmarks
- Knowledge to oversee development and management of website
- Leadership and team-building abilities
- Excellent IT skills, and knowledge of using digital communications as a marketing tool

Abilities and skills

- Flexible, creative and energetic, with the ability to multi-task and manage priorities
- A lively and outgoing personality, with excellent interpersonal skills
- Confident in public speaking
- An interest in wildlife conservation, and a commitment to furthering the mission and ethos of World Land Trust

Requirements for application (e.g. presentation/examples of work etc.)

- Written sample of work (preferably published)
- Candidates shortlisted for interview will be asked to prepare a short presentation and complete a written task