

# Head of Communications

Full time

## Job Purpose

To strengthen the Communications team by enhancing World Land Trust's (WLT) digital and published materials. This position manages all aspects of the charity's written and digital communications. The role includes supervision of staff to produce compelling communications of the highest quality reflecting the charity as a major player in international conservation.

## Main duties and responsibilities

### Strengthen printed and digital communications

- Support the CEO and Directors to promote and maintain WLT's ethos and messaging across all activities. Collaborate with other members of the Communication and Development teams to ensure robust and appropriate systems, policies and procedures are in place to reduce organisational risks.
- Responsible for all digital content for public consumption emanating from WLT.
- Proof reading and editing publications prior to publishing
- Oversee development and fundraising communications, and where appropriate provide support to the wider team.
- Work with designers and printers to ensure efficient and timely turn around
- Collaborate with Development team on designing the content to support external fundraising communications.
- Responsible for timely delivery of communications and messaging to support the WLT fundraising activities
- Oversee creative, design and style sheets to ensure brand consistency
- Responsible for ensuring internal Media Resource database is maintained and up to date.

### Press and PR

- Develop relationships with press, PR and advertising agencies as appropriate.

### Operational and line management

- Line management of Communications team, including daily workflow and assignments
- Develop and submit budget proposals for Communications team.

*This job description is not definitive and you may be required to carry out additional or alternative work from time to time, as may be deemed necessary.*

This position is full time based in WLT's office in Halesworth, Suffolk

## **Person specification**

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### **Formal qualifications**

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- Education to degree level or equivalent professional qualification

### **Experience and knowledge**

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- Demonstrative track record in communications, publishing or copywriting
- Experience of developing and implementation of communication strategies and plans with clear aims and objectives
- Experience of producing content for public consumption across all communication platforms
- Experience of costings and managing departmental budgets
- Some experience in writing, editing and proofing copy
- Strong knowledge of charity giving, preferably within the environmental sector - desirable
- Experience of leading, managing and developing a high performance teams
- Excellent IT skills
- Working knowledge of InDesign, Photoshop and other similar programmes - desirable
- Working knowledge of environmental issues – desirable

### **Abilities and skills**

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- Outstanding interpersonal skills, with the ability to communicate with a wide range of audiences
- Strong project management and organisational skills, with the ability to manage multiple projects and tasks
- Creative thinker with a hands-on attitude and be able to respond, problem-solve and perform under tight deadlines
- An interest in wildlife conservation, and a commitment to furthering the mission and ethos of World Land Trust