

# Communications Manager

Full time

## Job Purpose

To lead the Communications team in producing consistent and engaging communications across digital and print in line with the Trust's vision and mission, in order to help secure sustainable and increasing income from a range of target groups, and increase the profile of the charity as a major player in international conservation.

## Main duties and responsibilities

- Support the Director of Communications & Development with developing the Communications strategy, taking responsibility for the effective and timely implementation of all relevant areas.
- Develop benchmarks and target measurements for reporting purposes and manage marketing budget, with a focus on supporting targets for income generation.
- 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.
- Planning, co-ordinating and delivering communication support for on-going and periodic programmes in liaison with relevant teams.
- Oversee the maintenance and development of the website to deliver a vibrant, coherent and consistent web experience, ensuring that all digital content is accurate, up-to-date and identifies opportunities for promoting WLT and the work of its partners in line with current news.
- Delivering digital and printed communications in line with WLT's needs, which are accurate, timely and reflective of the ethos of WLT.
- Liaise with other internal teams, building positive and co-operative relationships to oversee development and fundraising communications, providing advice and support as appropriate.
- Manage relationships with designers and printers to ensure efficient and timely turn around within an agreed budget and to an agreed standard.
- Make effective use of internal channels of communication to ensure transparency and consistency to enhance working relationships to ensure all staff are aware of relevant activities.
- Oversee creative, design and style sheets to ensure brand consistency

## Media and PR

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

## Operational and line management

- Line management and development of the Communications team, including daily workflow and assignments
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*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 (preferably in Marketing, Media, Communications or Journalism) or significant equivalent experience working in a relevant role (Essential)

### Experience and knowledge

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- Demonstrative track record in communications, publishing or copywriting (Essential)
- Experience of working on a diverse range of communication strategies incorporating all forms of media with an excellent understanding of using relevant tools and techniques to reach different audiences (Essential)
- Experience of preparing, implementing and evaluating effective communication projects with tangible examples of successful delivery (Essential)
- Experience of leading, motivating and developing a high performance team (Essential)
- Good understanding of social media and the effective use of technology to reach target audiences in order to raise awareness and generate funds (Essential)
- Experience of working within a conservation or charitable organisation in a Communications role (Desirable)
- Experience of managing departmental budgets (Desirable)
- Strong knowledge of charity giving, preferably within the environmental sector (Desirable)
- Working knowledge of InDesign, Photoshop and other similar programmes (Desirable)
- Working knowledge of environmental issues and an interest in conservation (Desirable)

### Abilities and skills

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- Outstanding interpersonal skills, with demonstrable experience of developing and maintaining positive and collaborative relationships across functions and with external stakeholders (Essential)
  - Strong project management and organisational skills, with the ability to manage multiple projects and tasks to effectively direct the activities of others (Essential)
  - Creative thinker with a hands-on attitude and the ability to respond, problem-solve and perform under tight deadlines (Essential)
  - Highly developed written and oral communication skills in order to develop and deliver key messages to a range of stakeholders at all levels (Essential)
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