

Communications Officer

Job description

Full Time

Job purpose

The Communications Officer will be responsible for researching, writing and editing creative and engaging content for digital and print communications that reinforce the Trust's brand, inspire supporters and capture the public attention.

Main duties and responsibilities

- Writing, editing and updating content for the WLT website and printed publications to support the overall objectives of the trust
- Undertaking essential editorial functions, including sub-editing and proofreading
- Researching new stories and editing blogs for the website and printed publications
- Working with Videographer to create content in line with communication and development strategy
- Drafting press releases, carrying out delegated press activities
- Conduct interviews when required
- Assisting in the co-ordination of WLT's social media activities, including: Facebook, Instagram, YouTube, Twitter and other relevant social media platforms

General

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.

Line Manager: *Communications manager*

Person specification

Formal qualifications

- Relevant degree i.e. journalism (Desirable)

Experience and knowledge

- Minimum two years writing/journalism experience in a relevant field (Essential)
- Proven ability to write compelling copy, targeting different audiences and explaining complex issues in an accessible and exciting manner (Essential)
- A good understanding of the different requirements of online and print communications (Essential)

Abilities and skills

- Excellent editing, copy-editing and proofreading skills (Essential)
 - Excellent communications skills in oral and written English (Essential)
 - A creative thinker, but able to demonstrate excellent attention to detail (Essential)
 - Capable at multi-tasking, and able to work under pressure to tight deadlines (Essential)
 - A team player, but confident at working under own initiative (Essential)
 - Good IT skills and comfortable with learning new software (Essential)
 - Passionate about environmental issues and have some knowledge of the environmental sector (Essential)
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