

Application Pack



Communications Manager

Closing date: on appointment of suitable candidate

World Land Trust is a UK based conservation charity. Registered charity no. 1001291 | Limited company registered in England & Wales no. 2552942 Phone: +44 (0) 1986 874422 Email: info@worldlandtrust.org Website: Worldlandtrust.org
Registered office: Blyth House, Bridge Street, Halesworth, IP19 8AB, Suffolk, United Kingdom.

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Who we are

World Land Trust (WLT) is an international conservation charity that helps to protect the world's most biologically significant and threatened habitats, acre by acre.

As the pioneers of the Buy an Acre approach, we have spent more than 30 years raising funds for local people to secure and protect the land they know best in America, Africa, Asia and beyond. With over 2,400,000 acres protected and over 2,000,000 native trees funded to date, our ambition is now to drive this conservation action at scale – more acres and more species protected in this make-or-break decade for biodiversity and climate.

Job Summary

World Land Trust (WLT) is looking to appoint a Communications Manager to support the Director of Brand and Communications in developing and implementing strategy, guiding and coaching an engaged team to achieve our objectives. This position offers a real opportunity for someone looking to use their story telling and copywriting skills to support the protection of some of the world most biodiverse and threatened habitats around the world.

We're happy to talk flexible working, from day one.



Our Values

At World Land Trust we are committed to inclusion and respect to our employees, those who support us, and those whom we support.

WLT will always approach every situation in a **positive** way to find and communicate solutions, operating and communicating with **honesty**, remaining **focused** on our mission, and working in a **supportive** way with our staff, partners and supporters.

We treat everyone with respect and have particular regard for the 'protected characteristics' under the Equality Act 2010: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

We have a zero-tolerance policy towards discriminatory language or actions that could create a hostile environment and we do not accept behaviour that amounts to harassment or exclusion of any individual.

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Job Description

Communications Manager

Reporting to: Director of Brand and Communications

Line Management: Will line manage a small team

Job Purpose

Working alongside the Director of Brand and Communications and the Communications Project Manager, this role will play a leading part in the storytelling and narrative behind World Land Trust's communications with a focus on the most strategically important projects. The purpose of the role is to communicate the activities of the Trust in an engaging and compelling way, reflecting WLT's clear vision and strategic direction across the brand.

Main duties and responsibilities

- Work alongside the Director of Brand and Communications to implement the organisational strategy focusing on the most strategically important content and areas of development.
- Deliver a content strategy for all communications across social media, website, and email content, using best practice SEO and accessibility requirements.
- Work closely with the Communications Project Manager and relevant stakeholders to ensure marketing and communication plans are developed and delivered in an ever-changing environment.
- Produce copy for a wide range of activities, which may include campaign headlines, advertising, video content, social media, reports, blogs, and press releases.
- Play a leading role at the storytelling and narrative stage of fundraising appeals and all other campaigns.
- Liaise and build relationships with journalists, communicating the activities of the Trust and the important work our overseas partners play in tackling the climate crisis.
- Working closely with the Communication Project manager you will build positive relationships with both internal and external content providers to deliver on activities set out within the marketing plan.
- Interview partners, external thought leaders, and members of the WLT team to allow for informative and compelling content to be produced.
- Review and edit internal and external documents across the business to ensure all documents are professionally finished and fit for purpose whilst ensuring the consistency of the brand's tone of voice.

Line management and operational

- In accordance with pay level, manage any allocated direct reports in line with Trust Values and policies to ensure that work objectives are achieved and employee development needs and wellbeing are supported.
- Provide hands-on mentoring to other members of the communications team.
- Undertake other activities as requested by the Line Manager, commensurate with skills, experience, pay level and role.

The postholder will be expected to actively engage with, and promote, our workplace Values which are: Focused, Honest, Positive and Supportive.

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Person specification

Formal qualifications

- Education to degree level or equivalent professional qualification, ideally in a relevant subject area, or significant equivalent experience

Experience and knowledge

- Experience of developing marketing and communication strategies
- Proven track record in marketing and communications, ideally fundraising
- Sound knowledge of charity giving, preferably within the environmental sector
- Experience of managing marketing budgets and developing benchmarks
- Relevant knowledge and experience to oversee development and management of website
- Leadership and collaborative team-building abilities
- Excellent IT skills, and knowledge of using digital communications as a marketing tool
- A clear communicator with outstanding written and verbal communication skills, with the ability to appeal to and inspire a wide variety of audiences

Abilities and skills

- Flexible, creative and energetic, with the ability to multi-task and manage priorities
- Excellent interpersonal skills, able to build collaborative working relationships internally across teams and externally with stakeholders
- Confident in public speaking
- An interest in wildlife conservation, and a commitment to furthering the mission and ethos of World Land Trust

How to Apply

All applications are through Reuben-Sinclair, recruitment specialists in marketing and PR. Please send your CV to Neil Grant, Head of Digital and Marketing Recruitment, at Neilg@reuben-sinclair.com. This vacancy will close when a suitable candidate is appointed.

If you have any questions not answered in this application pack, please email Jobs@worldlandtrust.org.

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Terms and Conditions

Duration of Contract: Open term contract

Probationary Period: Six months

Salary: £34,000 pa for full-time hours

Location: Our contractual place of work is at our offices in Suffolk, however we encourage conversations from the first day of employment around flexible and hybrid working in line with our discretionary Flexible Working Policy.

Hours of Work: We feel that this position is full-time, which is 35 hours per week. Our normal working days are Monday to Friday inclusive and we are open to discussions around preferences for how the hours are worked, including compressed hours working and the possibility of part-time hours below 35 hours per week, dependent on the role requirements and availability within the team. Our preference is for working days to include Tuesday to Thursday.

Notice period: Three months following successful completion of probationary period.

Main Benefits: 33 days' annual holiday entitlement (including Bank Holidays) pro rata to working hours.

Pension Salary Exchange scheme with an employer's contribution of 5% and minimum employee contribution of 3%. Option to build personal pension funds in the Stewardship Lifestyle Strategy, which has exclusions in relation to animal welfare and environmental concerns, including mining.

Group Life Assurance scheme, currently set at a benefit of 4 x basic salary.

Employee Assistance Programme, including access to counselling and a wellbeing helpline.