

Application Pack



Campaign Officer

Closing date: 10am on Thursday 14th July 2022

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.

Application Pack Campaign Officer

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

The Campaign Officer will have the opportunity to use their creativity and passion for the written word to make a tangible difference to the natural world. You will focus on bringing our campaigns to life with the vision of increasing our following and engaging with our audience of dedicated supporters.

Like the climate and biodiversity crisis that World Land Trust is trying to tackle, we are at a pivotal point in our history. We want to demonstrate this with progressive and engaging communications that allow us to deliver our vision of protecting the world's most threatened habitats and species for the future. To do this, it's important that we cut through the noise in a crowded space.

We want to be more visible, even more engaging, but most importantly, we want to communicate our ambition through our story telling. It's our aspiration to double our impact over a five-year strategy period, and it's imperative that we have high quality, engaging and relevant communications that match this bold ambition.

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

Campaign Officer

Reporting To: Communications Project Manager

Job Purpose

The Campaign Officer will have the opportunity to use their creativity and passion for the written word to make a tangible difference to the natural world. You will focus on bringing our campaigns to life with the vision of increasing our following and engaging with our audience of dedicated supporters.

Main duties and responsibilities

- Delivery of focused campaigns to support strategic plans including naming, concept and targeting.
- Write inspiring and engaging content for both printed and digital channels.
- Development of WLT ongoing offerings from start to finish, leveraging internal support and collaboration from partners to maximise their full potential.
- Analyse supporter insights, trends, market analysis, and marketing best practices to deliver vibrant and contemporary communications.
- Create, maintain, and conduct analytics reporting across multiple digital platforms and extract key insights for future campaign development.
- Review effectiveness and impact of current initiatives with tracking and analysis, and work with the wider Communications team to optimise accordingly.
- Work with the wider Communications team to develop and execute long-term marketing campaigns.
- Implement our positioning, identify target audiences, and help develop marketing plans with specific objectives across different channels
- 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.

Application Pack Person Specification

Skills, Knowledge and Experience

- Thorough understanding of the world of campaign marketing, ideally with experience of campaign delivery (essential)
- Ability to optimize, evaluate and report on campaign performance (essential)
- Excellent written and verbal communications skills, with impeccable use of grammar, able to create a story that engages the audience whilst maintaining scientific accuracy (essential)
- Demonstrable ability to create copy that is clear, succinct and persuasive which entices readers through a campaign whilst managing the balance between under-informing and overwriting (essential)
- Experience of using different tones of voice appropriate to the brief (essential)
- Excellent relationship building skills in order to successfully coordinate and engage cross-functional teams to quickly take projects from ideation to launch (essential)
- Proven ability to work well under pressure, meet deadlines and manage multiple projects simultaneously in a fast-paced in-house environment (essential)
- Creative mindset and a passion for brainstorming (essential)
- Highly collaborative team player with a flexible and adaptable approach, also confident at working under own initiative (essential)

Other

- An empathy and understanding of WLT's mission and values (essential)

How to Apply

Please log your details and upload your CV and covering letter, which must state how you feel your skills and experience meet the requirements of the role, using the link below. In support of your application please upload an example of a campaign that you have worked on. Please note that applications will not be accepted without these documents.

<https://hr.breathehr.com/v/campaign-officer-24075>

If you have any questions not answered in this application pack, or you are having difficulty uploading your documents, please email Jobs@worldlandtrust.org. Please note that applications that do not include the documents referred to above will not be included in the shortlisting process.

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Interviews are expected to take place on **Wednesday 3rd August 2022.**

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Terms and Conditions

Duration of Contract: Open term contract

Probationary Period: Six months

Salary: £22000-£24000 pa depending on experience

Location: Our contractual place of work is at our offices in Halesworth, 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: Our full-time hours are 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, dependent on the role requirements and availability within the team. Where compressed or part-time hours are worked, for example, our preference is for working days to include Tuesday to Thursday.

Notice period: One month following successful completion of probationary period.

Main Benefits:

- 33 days' annual holiday entitlement (including Bank Holidays) pro rata for part-time working hours. An additional day available each year to volunteer for a charity or community organisation of your choice.
- Group Personal Pension scheme with an employer's contribution of 5% and minimum employee contribution of 3%. Our default scheme invests in companies that can demonstrate positive application of Environmental, Social and Governance (ESG) criteria, which ensures that our pension scheme operates in line with our values as a charity, working for environmental protection. Contributions can be made through Pension Salary Exchange, subject to minimum earnings criteria.
- 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.
- Annual appraisal and a Personal Development Plan to support growth and development within the role. Opportunities to develop wider skills in relation to first aid, wellbeing, and diversity and inclusion.
- Cycle to Work Scheme currently with Green Commute Initiative, a not-for-profit scheme provider.
- Eyecare vouchers for VDU users, which can be used in most High Street opticians.
- An in-house Green Team, open to all staff to join, which looks at environmental related issues in relation to our offices and work.