



**WORLD
LAND
TRUST**

Saving land
Saving species



APPLICATION PACK

Marketing Manager

November 2025

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.



Who We Are

World Land Trust (WLT) is an international conservation charity that protects the world's most biologically significant and threatened habitats and species.

Our mission is to help people across the world protect and restore their land to safeguard biodiversity and the climate.

Working through a network of partner organisations around the world, WLT funds the creation of reserves and provides permanent protection for habitats and wildlife. Partnerships are developed with established and highly respected local organisations who engage support and commitment among the local community.

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.

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



MARKETING MANAGER

Job Description

Salary:	Full-time salary £34,500–£38,000pa
Hours:	35 hours per week
Contract:	Permanent
Proposed Start Date:	As soon as possible, subject to candidate's availability
Location:	Hybrid / Halesworth Offices, Suffolk
Reporting to:	Director of Brand and Communications
Responsible for:	Marketing Officer Social Media Officer
Working closely with:	Communications Project Manager Communications team

Job Purpose:

The role of the Marketing Manager is to play a crucial role in promoting the organisation's mission, raising awareness of conservation efforts, and driving support for our projects globally. You will develop and implement effective marketing initiatives to engage existing supporters and attract new audiences, effectively communicating the importance of biodiversity conservation and the impact of our work.

Main duties and responsibilities

- Work with the Director of Brand and Communications to develop and execute comprehensive marketing plans to increase brand awareness, drive donor acquisition, and promote fundraising campaigns.
- Manage and oversee all aspects of marketing, working with the Communications Project Manager and relevant team members, ensuring consistent messaging and brand representation across website content, social media, email campaigns, printed materials, and advertising.

- Collaborate with wider members of the management team to align marketing efforts with organisational goals and initiatives.
- Support the Development team to produce marketing plans for key 'always on' products and campaigns, utilising audience data and insight to maximize acquisition and retention.
- Plan, coordinate and attend fundraising and awareness events to promote WLT's mission, ensuring seamless execution and engaging stakeholder participation*.
- Analyse marketing performance metrics, track campaign effectiveness, and generate reports to evaluate ROI and make recommendations to inform future strategies.
- Cultivate and maintain relationships with media outlets, influencers, and partners to amplify WLT's reach and impact through earned media opportunities.
- Build relationships with third-party agencies, including our digital partner, creative agencies and fulfilment suppliers where appropriate to deliver end-to-end campaigns and appeals.
- Stay informed about industry trends, emerging technologies, and best practices in marketing and conservation communications, incorporating innovative approaches into WLT's marketing efforts.
- Undertake other activities as requested by the line manager, commensurate with skills, experience, job level and role.

Line management

As a line manager, you will play a pivotal role in delivering our commitment to being a good employer by fostering a purpose-driven, inclusive, and high-performing team environment. Your responsibilities will include:

- **People Leadership:** Inspire and guide team members to perform at their best, aligning individual goals with organisational purpose and values.
- **Talent Development:** Support the growth and capability of your team through regular coaching, feedback, and development planning, ensuring access to learning opportunities that build resilience and agility.
- **Inclusive Culture:** Champion diversity and inclusion by creating a safe, respectful, and equitable workplace where all voices are heard and valued.
- **Performance Management:** Set clear expectations, monitor progress, and conduct regular performance reviews to recognise achievements and address challenges constructively.

- **Collaboration and Innovation:** Encourage cross-functional collaboration and a mindset of continuous improvement, enabling your team to creatively contribute to innovative solutions.
- **Wellbeing and Engagement:** Promote employee wellbeing and engagement by maintaining open communication, recognising contributions, and responding to individual needs with empathy and fairness.
- **Operational Excellence:** Ensure effective resource planning, compliance with policies, and delivery of team objectives in line with organisational priorities.

Budgetary Responsibility

Manage a marketing budget, ensuring effective allocation and expenditure of financial resources in line with organisational delegated authority limits. Support the annual budgeting process and maintain an overview of spending, highlighting any potential overspends in a timely manner and identifying any cost-saving opportunities.

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

Person Specification

Knowledge, Skills, and Experience

A = Application (criteria used to shortlist your application)

I = Interview (criteria used for interviews questions)

- Proven experience in marketing, developing and implementing marketing plans, preferably within the nonprofit sector (essential) (A/I)
- Passion for conservation and environmental sustainability, with a commitment to WLT's mission and values (essential) (A/I)
- Strong understanding of digital marketing techniques and platforms, including SEO, SEM, social media, email marketing, and analytics tools (essential) (A/I)
- Excellent written and verbal communication skills, with the ability to craft compelling narratives and messages for diverse audiences (essential) (A/I)
- Able to manage multiple projects simultaneously, delivering within deadlines (essential) (A/I)

- Adaptability: up-to-date with evolving trends and able to evidence adaptability to new tools and techniques (essential) (I)
- Build effective working relationships both within a team environment and with suppliers and third-party agencies (essential) (I)
- Customer Focus: Donor-focused approach, ensuring content and donor journeys meet user needs and provide an excellent experience (essential) (A/I)
- Organisational Skills: Able to effectively prioritize tasks ensuring that appropriate stakeholders are kept up to date with progress (essential) (I)
- Professionalism: Maintain a high level of professionalism and confidentiality (essential) (I)
- Experience of leading, managing and supporting a team to ensure they have clear goals and are sufficiently developed to deliver team objectives (desirable) (A/I).
- Actively engaging with ongoing management development to ensure that learning is implemented into ways of working through reflection and discussion around best practice (essential) (I)
- Create an inclusive working environment based around our Values, supporting and coaching team members to be the best that they can be (essential) (I)

*** Out of hours working** – this role will be required to attend an average of 4-6 fundraising and awareness events per annum to promote WLT's mission, which will require some out of hours working which may include weekends. Time off in lieu will be given

Applications

We are working with Pure Recruitment Solutions to help us find our next team member so please contact **Justine Chapple at PRS** for an initial discussion on justine.chapple@prs.uk.com, attaching a copy of your CV, or call 01473 250990.

Justine will be updating us on potential applicants on a weekly basis, with interviews planned during the first two weeks of December, so please do get in touch with Justine for an initial conversation.

If your application is progressed, you will be asked to provide a covering letter of no more than two pages. This is an important part of your application. It is an opportunity for you to share with us why you are passionate about working for World Land Trust, why this role interests you, and for you to provide an overview of how your skills and experience match the job description and person specification and make you a strong candidate. As a minimum you should ensure

that you reference the essential criteria shown in the person specification, particularly those marked with 'A' which will be used to shortlist applications.

We recognise that AI tools can be helpful for some people, however we encourage you to use your own voice to share examples of your experiences and skills within your application to ensure that your responses reflect what you can bring to the team as the unique individual that you are.

Shortlisted Candidates

We know how frustrating it is to not get an update about your application and therefore we will ensure that we let all applicants know whether they have been shortlisted for interview or not through contact by Justine at PRS.

Interviews

Interviews will be carried out remotely through Teams week during the first two weeks of December. Interviews are based on a number of questions to better understand your skills, experience and passion for our work to see how they might match those that we are looking for from our new team member and an indication of the areas to be covered are shown on the Person Specification. All applicants will have an opportunity to ask questions of the panel at the end of the interview. The interview panel will be led by Dan Bradbury, Director of Brand and Communications, along with Flavia Collina, Communications Project Manager.

Our Benefits

- **Annual salary** – starting salary for this post is £34,500 up to £38,000pa based on full-time hours, which are 35-hours per week (pro-rata for part-time hours).
- **Flexible working opportunities** – we know that our staff value the opportunity to enjoy a healthy work-life balance and so we build flexibility into the way we work from day one, including opportunities for hybrid working. The majority of our full-time staff are working on a 9-day fortnight basis, with one day off every fortnight, and we have recruited staff from across the country by enabling hybrid working, subject to any specific role requirements. Please note that all employees as a minimum are required to attend face-to-face quarterly Staff Meetings in Suffolk along with monthly team meetings, which may be held in London or around the time of the staff meetings in Suffolk, and

any additional meetings/planning days where we feel it's important to have that face-to-face interaction to build and maintain working relationships. Note that as this role is eligible for hybrid working and does not require a daily commute, travel to these meetings (approximately once per month as a minimum) is not eligible for travel expense reimbursement or any associated costs so please do ensure that this is feasible for you. We are flexible for the right candidate but would ideally like someone who can work a minimum of once a week from our offices in Suffolk as part of the team to support the building of team relationships. This is a UK-based role.

- **Annual leave** - we offer the equivalent of 36 days' annual leave (including Bank Holidays) plus an additional discretionary day each year to volunteer for a charity or community organisation of your choice.
- **Group personal pension scheme** - investing 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. We also offer Pension Salary Exchange as a way of making tax-efficient contributions into your workplace pension based on an employer contribution of 5% and an employee contribution of 3%.
- **Group life assurance** - whilst we hope our staff live long and happy lives, we want to give some peace of mind, and this benefit provides a lump sum payment of 4x salary.
- **Occupational sick pay** - we keep our benefits under review and recently introduced occupational sick pay for staff from day 1.
- **Wellbeing** - our staff wellbeing is important to us and so alongside a Wellbeing policy, supported by an Employee Assistance Programme which includes access to counselling and a wellbeing helpline, we have provided opportunities for staff – and managers – to attend inhouse training to support their own wellbeing and those of their teams.
- **Cycle to Work Scheme** - we're currently working with a not-for-profit scheme provider to give our staff the chance to purchase a bike (including e-bike options) through a salary exchange scheme, which means you save the tax and NI that you would pay if you bought the bike directly from your next (after tax) pay giving savings of up to 47%!

- **Inclusion** – we work hard to ensure that we provide a welcoming and supportive environment for all staff where they can be the best they can be; as part of this we share our Inclusion Passport with you shortly after joining. This means we start off with a conversation about what helps you to work best, feel included and be supported, which can encompass neurodiversity, religious practices, or menopause, for example, as well as disability and gender reassignment.
- **Employee voice** – we know that there is always room to improve and so we work with a not-for-profit programme, ‘Best Employers Eastern Region’, to provide an annual, anonymised, employee engagement survey, using the results to guide our People Plan for the following year. We’re proud of our staff participation rate and the effort they make to share their thoughts with us, as well as our consistently high levels of staff engagement.
- **Learning and Development** – we support growth and development within role and this forms part of regular conversations with staff, brought together in our annual Performance and Development Review (PDR) which is reviewed regularly across the year to support staff with prioritisation and workload, and wellbeing. Retaining expertise and providing opportunities is something that’s important to us and we have seen a number of staff move into new roles within World Land Trust.

But that’s not the end of it! We keep our benefits under review and look for new opportunities to improve the employee experience.

Conditions of Employment

To comply with the Immigration Asylum & Nationality Act 2006 and additional amendments, and UK Border Agency (UKBA) requirements, **all applicants will need to be eligible to work in the UK and will be required to be UK based as a condition of the offer of employment.** You will be asked to evidence your Right to Work status as part of your application. We are required to carry out a physical check of documents for the successful candidate and a link to complete this will be provided through TrustID as part of an offer of employment.

The successful applicant will be required to provide two work-related references, one of which should be from their current or most recent employer, and satisfactory references are a condition of employment. Details of referees would be requested on acceptance of an offer of employment.

All contracts are subject to a six-month probationary period.