

## Digital Communications Officer

**Accountable to:** Digital Marketing Manager

**Works with:** Content Communications Officer

All SWT Teams and The Wildlife Trusts

Shropshire Wildlife Trust (SWT) has a vision of a thriving natural world, where Shropshire's wildlife and natural habitats play a valued role in addressing the climate and ecological emergencies, and people are inspired and empowered to take action for nature. We combine projects across Shropshire (including Telford & Wrekin) with advocacy and campaigning to restore nature and to engage people. We manage over 40 nature reserves and have almost 50 staff, 300 volunteers, and over 9,000 members. SWT is an autonomous charity, but we are increasingly working collectively, as part of The Wildlife Trusts (TWT), to ensure that our local actions have a national impact and help to address global issues.

### Objective of the job:

The Digital Communications Officer will support the delivery of campaigns and marketing elements by developing, implementing, tracking and optimising website and digital communication channels. This includes social media, digital advertising and fundraising, integrated campaigns, SEO, marketing automation, content design and development, website development and maintenance, specific channel selection with alignment for relevant audiences.

Working on campaigns, appeals and projects that directly relate to Shropshire's wildlife conservation and people's connection with nature, whilst maintaining the proactive/reactive pace of digital communications day to day. The role will ensure the continued delivery of creative, impactful communications and engagement activities under the principles of equality, diversity, and inclusivity.

### Key results expected:

- SWT has a high recognition amongst residents of Shropshire and T&W.
- SWT's work valued & understood by its members and supporters.
- SWT seen as the 'go-to' conservation experts in the county.
- Members and supporters receive vibrant and informative updates in a range of media.
- Corporate supporters receive targeted updates to maximise engagement and retention.
- Measurable improvements in acquisition and retention, leading to growth in membership, fundraising & commercial income.

### Key Tasks:

- Maintain existing/new social media presence as appropriate for audiences, including social media post calendar.
- Lead on the implementation of Mailchimp automated mailing platform and manage ongoing email communications, customer journeys and segmentation mailings.
- Manage day to day website maintenance, page and forms creation, including input to website enhancements.
- Evaluate, implement and facilitate digital fundraising options as appropriate.

- Provide creative ideas for engaging content marketing and comms creation across channels with the view to increasing supporter and membership numbers.
- Manage online event pages, including online booking systems.
- Collaborate with the Development team and wider organisation to improve nature connectedness for members, supporters and volunteers.
- Design and create ad-hoc marketing materials and digital resources.
- Respond to enquiries and requests for information from internal staff and external partners.
- Research and share insight into online marketing trends and share best practice.
- Work with Content Communications Officer to design and schedule monthly newsletters with regular review of content and approach to see continuous improvement in open rate, click to open rate and conversions.
- Populate and manage SWT photo library ensuring image use aligns with GDPR and copyright regulations.
- Monitor SWT shared inboxes and assign tasks to members of the CCM team according to responsibilities.
- Any other tasks as required by Digital Marketing Manager.

### Core Skills:

- Excellent understanding of Digital Communications concepts and best practices is **essential**.
- Experience of effectively using various digital platforms (e.g. MailChimp, Crowdfunder and social media platforms) and emerging technologies for awareness raising and/or income generation; to engage with different audiences at relevant journey milestones is **essential**.
- Skills and experience in writing engaging creative content, stories and messaging relevant for influencing different audiences to convey complex information clearly is **essential**.
- Strong project management skills and the ability to work calmly under pressure to meet deadlines is **essential**.
- An ability to work collaboratively with other departments and organisations is **essential**.
- Organisational skills for media library management is **essential**.
- A Bachelor's degree in Communications/Marketing or equivalent is **desirable**.
- Proficiency in use of MS Office suite and proven photo and video production/editing skills with experience using tools such Photoshop, Canva, Adobe and InDesign for digital content creation and Premier Pro for video is **desirable**.
- Experience in the charity sector is **desirable**.
- A knowledge of, or interest in, wildlife and the natural environment is **desirable**.
- SEO understanding and implementation skills are **desirable**.

## Terms of Employment:

Salary:	£28,725 per annum
Hours:	35hours - Full time. Evening and weekend work may be required from time to time. Paid overtime is not available, but time off in lieu of hours worked will be given.
Pre employment checks:	The post does not require a DBS (Disclosure Barring Service) check. The successful applicant will need to provide proof of right to work in the UK, presented at interview.
Probationary period:	Six months.
Contract	Permanent
Holidays:	A full-time member of staff has 25 working days per annum in addition to normal public holidays. An additional day is added for each year's service up to a maximum total of 30 days holiday.
Pension:	After three months the employee will be eligible to join the Trust's group personal pension scheme and if they pay a minimum of 3% of salary the Trust will contribute 7% of salary to this scheme.
Notice Period:	During your probationary period, the period of notice for termination of your employment will be one week on either side. After successful completion of your probationary period, the minimum period of notice is two months.
Place of Work:	Shrewsbury, Shropshire
Home working	The Trust is committed to building a diverse workforce and has an Agile Working policy which will allow colleagues to work in a flexible manner.
Travel:	Pool vehicles are not normally available. You are required to have insurance to cover business use and a mileage allowance of 45p per mile will be payable from home or office as appropriate. If you use a pedal cycle, you may claim a mileage allowance of 20p per mile.
Training:	The Trust is fully committed to personal development and training. Employees have an annual appraisal and regular progress meetings.
Closing date:	21 July 2024
Interview dates:	1st round– 31 July & 1 August 2nd round– 8 August