

# Leicestershire and Rutland Wildlife Trust



Leicestershire  
& Rutland  
Wildlife Trust

## ROLE DESCRIPTION

**Job title:** Communication and Supporter Engagement Assistant

**Responsible to:** Supporter Development Officer

**Purpose of post:** To deliver passionate and engaging communications to our audiences across a number of platforms and build support for our vision and mission – to protect local wildlife and enable nature’s recovery. The role will be instrumental in communicating the Trust’s work and key messages to internal and external audiences, working on our publications, website and social media channels and gaining media coverage to increase understanding and support for our work across Leicestershire and Rutland.

### Main responsibilities:

- Co-ordinating effective communication of the Trust’s work and key messages to internal and external audiences
- Ensuring continued development of our online presence and content, across our website and social media channels
- Assisting with improvements to user experience and journeys
- Developing and producing other communication and publicity materials as appropriate including e-newsletters, blogs and news pieces
- Writing press releases, and communicating and liaising with local and regional press and media to obtain appropriate coverage of the Trust’s work and keeping records of resulting press coverage
- Assisting with the efficient and effective running of the Trust’s Central Office including dealing with incoming calls and visitors to the office

### Other duties

- Help enable the delivery of a new Customer Relationship Management system - ThankQ [up until March 2021]
- Assist with mapping of current supporter journeys and improvements to digital journeys
- Work closely and build relationships with membership and conservation staff
- Assist with the implementation of campaigns and fundraising appeals
- Develop and maintain relevant contacts / relationships including across the Wildlife Trusts movement
- Any other duties as reasonably required by the line manager, including assisting with office running duties alongside the Support Team.

## PERSON SPECIFICATION

### Experience

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|---|-----------|
| • Managing and creating content for social media channels | Essential |
| • Written communications                                  | Essential |
| • Environmental or nature conservation sector             | Desirable |

### Knowledge and Skills

- Excellent oral and written communication Essential
- Ability to prioritise and manage multiple tasks Essential
- Strong IT skills including Microsoft office, Zoom and other software Essential
- Able to drive and a current full UK driving licence with use of your own vehicle Desirable
- Video editing/ design software/ website experience Desirable
- Experience in managing events (physical or online) Desirable
- Experience in using a database or CRM system Desirable
- Experience in using google analytics/ website data analysis Desirable

### Personal Qualities

- A dynamic individual with initiative and drive Essential
- Good team worker who is able to build relationships across different areas of an organization Essential
- An interest in working for a nature conservation charity whose mission is to protect wildlife and create a wilder future for people and nature across Leicestershire and Rutland Desirable

### **KEY TERMS AND CONDITIONS OF EMPLOYMENT**

<b>Employer:</b>	Leicestershire and Rutland Wildlife Trust
<b>Place of work:</b>	The Trust's Central Office, currently at The Old Mill, 9 Soar Lane, Leicester. The office is a no smoking area.
<b>Salary:</b>	c £19,482 depending on experience (cost of living award pending)
<b>Length of contract:</b>	The post is an established position
<b>Hours of work:</b>	35 per week Flexible working will be required to include occasional evenings and weekends. Payment for overtime worked in excess of the standard working week is not available, but time off in lieu may be taken by prior arrangement with line managers.
<b>Leave:</b>	Annual leave entitlement is 25 days plus statutory public holidays per annum.
<b>Pension:</b>	The Trust operates an Auto-enrolment Pension Scheme and pays an employer contribution of up to 7% of gross salary contingent on a 50% matching contribution from the employee.
<b>Death in Service:</b>	Death in service cover is provided at three times annual salary
<b>Training:</b>	A training budget is allocated to this post and on-the-job training will be given.
<b>Travel:</b>	Trust vehicles will be used, if available, otherwise the standard Trust mileage rate will be payable for the business use of the post-holder's private car.
<b>Probation period:</b>	A probationary period of six months applies, during which new employees are expected to demonstrate their suitability for the post.
<b>Equal opportunities:</b>	The Trust's Equality and Diversity Policy is available on request.
<b>Environmental policy:</b>	The post-holder will be expected to carry out their job responsibilities in an environmentally-aware manner, ensuring as little damage to the environment as possible. LRWT aim to ensure all resources are utilised effectively and efficiently. The post-holder will be expected to

apply 'sound value for money' principles in undertaking purchasing or supply of goods and services.

## **HOW TO APPLY**

To apply, please forward a comprehensive CV together with a supporting statement (maximum 2 pages)

In your statement please provide evidence of your suitability against the criteria in the Person Specification and explain why you are interested in the position.

You should give the names, positions, organisations and telephone contact numbers of two referees, relevant to this role. References will only be taken once your express permission has been granted.

Please ensure you have included appropriate mobile, work and home telephone numbers.

Send by email to: [recruitment@lrwt.org.uk](mailto:recruitment@lrwt.org.uk)

By post to:  
Azrin Alimahomed  
Leicestershire and Rutland Wildlife Trust  
The Old Mill  
9 Soar Lane  
Leicester  
LE3 5DE

## **RECRUITMENT TIMETABLE**

Deadline for Applications **Monday 17th of August 2020 at midday.**

Interviews will be held the week commencing 24<sup>th</sup> August.