

## Job Description

### Communications and Marketing Officer

#### **Role Purpose**

The purpose of the Communications and Marketing Officer role is to support the Executive Director in the development, delivery and evaluation of the external marketing, membership development, engagement, events, media and communication. The role will support in creating compelling, accessible content promoting awareness of the charity, building and engaging with diverse audiences, driving growth in supporters and will enable the success of increased revenue and fundraising. This role ensures our charity's voice genuinely reflects the diverse communities we serve and campaigns for, while championing inclusive marketing best practices. Supporting the Executive Director and Board of Trustees this role combines communications and marketing expertise with being "hands-on". The role reflects the charity's plans to invest in growing the membership through a more strategic approach to marketing and fundraising.

#### **Key Responsibilities**

##### **1. Communications and marketing**

- Support the development and implementation of our communications and marketing strategy to position the charity and influence its many audiences, creating content that is accessible, inclusive, and representative of the communities served.
- Build and maintain relationships with the media from the Yorkshire Dales and UK.
- Manage day-to-day activity across the charity's social media channels in support of the membership, the organisation's campaigns, communication of its Voice / View and generally raising the profile of the organisation. As first point of contact on social media and relevant public, campaign and supporter engagement enquiries; respond to supporter queries with empathy, respect, and cultural awareness.
- Work with the Executive Director and Chair on external communications, media and public relations by planning, developing, and implementing strategies to optimise external engagement and impact.
- Create engaging, accessible, and timely content including story-worthy press releases to facilitate coverage, increase awareness of all areas of the charity's work and to elevate campaigns.
- Support the development of content for the Quarterly Review actively seeking out and highlighting a diverse range of voices in campaigns and provide back-up / cover to the Executive Director on the production of it.

- Monitor and evaluate the success of all marketing activities and use outcomes to inform and shape the future of our initiatives.
- Support in proactively building relationships with the wider partners across the charity's areas of operation.

## **2. Membership and Supporters**

- Support the development and implementation of plans that will help to grow and diversify our membership, ensuring an equitable, inclusive, and engaging experience for all members, both in terms of absolute numbers and membership profile through targeted recruitment campaigns and promotions.
- Manage regular communication for members and supporters to keep them well informed of the charity's activities through all relevant channels.
- Support the introduction and use of a member relationship management system to manage engagement, communications, segmentation and feedback, working with the Administration Assistant to ensure membership and supporter records are accurate and up to date.
- Promote a legacy giving programme.
- Maintain links with supporters and volunteers, helping to attract and develop new volunteers, and coordinate volunteer activities.

## **3. Events and Activities**

- Organise a programme of events that support and align with the charity's wider objectives, specifically campaigns and policy initiatives, both physical and digital.
- Organise individual activities in support of the charity's wider objectives specifically campaigns and policy initiatives.

## **4. Operations and Organisation**

- Support the Board of Trustees through provision of information and attendance at Board meetings for relevant items as required.
- Support the Executive Director, as required, to organise quarterly Board and committee meetings, ensuring timely distribution of the Agenda and supporting papers and taking the Minutes.
- Provide administrative support to the Executive Director as required.

## Person Specification

### Part One - Essential

- Communications or marketing experience planning and delivering multichannel marketing and communication campaigns and strategies.
- Experience of delivering media activity across digital, broadcast and print platforms.
- Experience and understanding of digital marketing, Customer Relationship Management (CRM) systems, social media, and audience engagement and a confident digital communicator.
- Experience in membership recruitment and retention, ideally in a non-profit or charity environment.
- Excellent interpersonal skills, with the ability to communicate empathetically with diverse stakeholders and create accessible content.
- Experience of planning and managing formal events, including logistics, and collaborating with volunteers, attendees and partners.
- Strong planning, writing, and project management skills with the ability to coordinate multiple workstreams.
- Excellent verbal and written communication skills, with the ability to confidently communicate with a wide range of people including senior stakeholders in institutions.
- Ability to translate complex or sensitive information into accessible, engaging content.
- Excellent team player with strong collaboration skills and the ability to work independently with a hands-on "can-do" attitude and as part of a team.
- A strong understanding of, or connection to, the Yorkshire Dales and the issues affecting it.
- Ability to travel across the Yorkshire Dales and surrounding areas to attend meetings, events, and site visits (including occasional evenings/weekends).

### Part Two - Desirable

- Passion and enthusiasm, with ambition to support the future success and effectiveness of Friends of the Dales as a key campaigning charity.
- An enthusiasm for the environment and share our core values and mission.
- Experience in environmental or charity marketing.
- Experience of using software packages: MS Office, Canva, SurveyMonkey, Wordpress, Mailchimp, Vimeo, LinkedIn and Social Media
- Familiarity in the environmental sector including national parks and other environmental or nature focussed organisations.

This job description is not exhaustive. The postholder will undertake reasonable tasks commensurate with the role.