



Communications and Marketing Officer

Friends of the Dales

Location: Gargrave, North Yorkshire, with regular travel across the Yorkshire Dales

Salary: £ 35,412 full-time equivalent, pro rata for part-time

Hours: Permanent, full-time (37 hours per week) or part-time

Closing date: **Wednesday 9 September 2026** at 5pm

Friends of the Dales is seeking a Communications and Marketing Officer to lead on our communications on our next chapter. We are an independent, dynamic and resilient charity working to protect and enhance the special landscapes, biodiversity and cultural heritage of the Yorkshire Dales, while supporting the wellbeing of local communities and encouraging people from all backgrounds to value, enjoy and protect this remarkable place. This is an exciting opportunity for a communications professional to lead in creating compelling and accessible content promoting awareness of the charity.

About Friends of the Dales

Friends of the Dales is an independent membership and campaigning charity dedicated to the Yorkshire Dales. We campaign on issues including nature recovery, wildlife, farming, access, housing, transport, climate resilience, landscape management and sustainable rural communities.

Founded in 1981, we are known for our critical and supportive local voice and our collaborative approach to campaigning and influencing policy. We work with partner organisations, local communities, trustees, volunteers and supporters to protect and improve the Dales for future generations.

We also work with the network of National Park Societies and Campaign for National Parks, and we have a strong commitment to widening diversity and inclusion across our charity and the communities we serve.

The Role

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.

What We're Looking For

We are seeking a candidate with:

- 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).

Experience in a similar setting may be transferable, and we welcome candidates who can demonstrate the skills, insight and experience needed to succeed in the role.

Working Arrangements

This is a permanent role, offered as either as full or part-time. The salary is £ 35,412 full-time equivalent, pro rata for part-time.

The role is based at Canal Wharf, Eshton Road, Gargrave, BD23 3PN, with some flexibility around working hours and location by agreement. Key core office days are Tuesday, Wednesdays and Thursdays. Regular travel across the Yorkshire Dales and occasional evening and weekend working will be required. Ideally, the successful candidate will live in, or within approximately 30 miles of, the perimeter of the Yorkshire Dales.

We offer:

- 22 days annual leave, rising to 27 days after five years' service, plus English bank holidays, pro rata for part-time hours.
- Additional paid leave over the Christmas and New Year office closure.
- An enhanced employer pension contribution of 5% via NEST.

Applicants must already have the right to work in the UK, as we are unable to offer sponsorship.

How to Apply

To apply please read the full candidate briefing and submit to Sophie Amos, Executive Director at Sophie.Amos@friendsofthedales.org.uk

- A current CV
- A supporting statement of no more than 1,500 words, explaining why you wish to apply and how you meet the criteria in the person specification.
- Details of two referees, including one from your current or most recent employer.
- Any dates when you may be unavailable or difficult to contact.
- Preference on full time or part-time role
- Any adjustments or accommodations you may require at the interview or written test stage.

Shortlisted candidates will be invited to an interview in the Yorkshire Dales, including a written test of 45 minutes and 45 minute interview panel.

All applications will be acknowledged.

Recruitment Timetable

- Wednesday 9 September 2026, 5pm: Closing date.
- Week commencing 14 September 2026: Shortlisted candidates invited to interview
- Wednesday 23 September 2026 interviews (TBC)

Equal Opportunities

Friends of the Dales is committed to building a workforce that reflects the community it serves. We welcome applications from all backgrounds and all sections of the community, and we will respect the privacy of any initial approach or expression of interest, whether formal or informal.

Informal Discussion

For an informal and confidential conversation about the role, please contact Sophie Amos, Executive Director at Sophie.Amos@friendsofthedales.org.uk after reviewing the appointment brief.