



DIGITAL COMMUNICATIONS OFFICER

JOB DESCRIPTION

Job title:	Digital Communications Officer
Salary:	£25,0000 per annum
Hours:	37.5 per week – Monday to Friday 08.00 to 17.00 with occasional evenings and weekends
Reporting to:	Marketing & Communications Manager
Location:	Hybrid working from both home and our office available. Must be able and willing to travel in and around the Forest on a regular basis. Our main office is located at Colletts Farm, Dorsington, Warwickshire, CV37 8AU
Date:	December 2021

JOB SUMMARY

This role is ideal for someone looking to combine their passion and commitment to protecting our natural environment with a talent for storytelling and digital communications.

The role will be responsible for creating engaging online content and using digital communications channels for profile raising, educating, and informing communities, and encouraging people to take action.

The successful candidate will have an opportunity to be part of a significant moment of progression and growth for the Heart of England Forest, supporting the charity to grow our supporter base, increase and diversify visitors, and help inform and inspire the general public about the need and wide-reaching impact of our work.

In this role you will work with and be supported by our Marketing & Communications Manager, as well as the wider charity team. for the role requires an enthusiastic individual who is confident and articulate, has a “can do” attitude, and who will be a passionate ambassador for the charity.

KEY RESPONSIBILITIES

With the support of the Marketing & Communications Manager, you will develop the digital aspects of our communications. The remit of the role will include:

Social media

- Develop and deliver tailored digital content plans for our social media channels
- Create and source appropriate content and images, including supporting user generated content from staff and supporters
- Create assets for Facebook, Twitter, Instagram, YouTube, and LinkedIn to ensure maximum impact and consistency in our messaging
- Develop content for Facebook and Instagram stories to deliver 'behind the scenes' content from the Forest
- Run Facebook and Instagram advertising campaigns to support our wider objectives
- Handle and administer enquiries via our social channels, to engage with and steward our followers
- Maintain and develop our standard answers to ensure consistent and timely replies to enquiries and comments
- Help identify, cultivate, and steward influencers, in particular across the themes of environment, environmental action, forestry, and biodiversity

Campaigns

- Develop and deliver engaging digital campaigns for the charity to help raise awareness, promote events and visiting the Forest
- Support the fundraising team by developing digital assets and campaigns to raise funds, increase individual giving (including through our Friends of the Forest programme) and encourage fundraising for the charity

Storytelling

- Research and prepare compelling copy and content to help educate, inform, and inspire our supporters and potential supporters
- Plan and produce multimedia content including video, blogs, and web stories
- Create and update content on our website to engage visitors
- Work with colleagues across the charity to grow our online photo and video library
- Empower and support colleagues to produce User Generated Content (UGC) for our digital channels

Developing visitor experience

- Help develop and deliver a calendar of virtual and digital events
- Assist with the creation and development of visitor information on our website
- Support the development and production of interactive resources

Insight and reporting

- Undertake research and monitoring for wider but relevant environmental stories, insights, and sector news

- Undertake market research with supporters and potential supporters to ensure communications remain relevant
- Help monitor and analyse communications data and insight to inform work and plans
- Monitor and report on performance of social media posts and advertising campaigns
- Monitor and report on website performance, using this insight to maximise the impact of our web content

Climate Change

- Champion the need for urgent action to tackle the climate crisis
- Commit to taking positive action to mitigate against climate change during the course of your duties

General

- Demonstrate and promote the values of the Heart of England Forest
- Maintain a commitment to high standards of health and safety at all times. Ensure all work, including any work undertaken by contractors and volunteers, is undertaken within the Heart of England Forest health and safety policy and processes
- Commit to continual professional development
- Play an active part within the wider Heart of England Forest team
- Make active use of information and resources gained via personal networks to inform the development of this role
- Perform any other duties consistent with the role and / or reasonably required by the Marketing & Communications Manager and / or Partnership Director

Hours

Normal working hours will be 37.5 per week, usually between 08.00 and 17.00, Monday to Friday. However, some out of office hours work will be required, which may include evenings, weekends and bank holidays, for which time off in lieu will be given.

Location

Hybrid working from both home and our office available. However, the postholder must be able and willing to travel in and around the Forest on a regular basis as and when needed to meet the demands of the role, liaise with staff, volunteers and wider supporters, and reflect the depth and breadth of the activity within the Forest. Our main office is located at Colletts Farm, Dorsington, Warwickshire, CV37 8AU and we have satellite offices across the Forest.

The postholder will need to ensure their vehicle has an up to date MOT and is insured for business use.

What do we offer?

- The chance to join an ambitious charity and play a part in creating and conserving a huge Forest for the benefit of people, wildlife and the environment
- Competitive salary with a Living Wage Foundation accredited employer
- 28 days holiday plus bank holidays
- Contributory company pension

- Group Income Protection Scheme
- Group Life Assurance Scheme
- Employee Assistance Programme
- Death in Service benefit
- Medical cash plan

PERSON SPECIFICATION

Essential

- Excellent communication skills, both oral and written
- Confident with a can-do, enthusiastic work ethic
- Demonstrable understanding of social media and digital marketing channels
- Strong IT skills (including Word, Excel, Outlook, PowerPoint)
- Experience of filming and editing videos on a smartphone
- Experience of using Google Analytics reporting
- Experience of using online tools, such as Canva, to create online assets
- Self-motivated and proven experience of ability to work on own initiative
- Highly organised with ability to meet and prioritise a range of deadlines
- Effective team worker
- Strong interpersonal skills with an ability to build relationships and engage effectively with people at all levels
- Able to communicate Heart of England Forest values and standards to supporters and stakeholders
- Committed to conservation
- Full clean driving license with use of own vehicle for business use
- A flexible approach to work and willingness to undertake some evening and weekend work
- Willingness to develop new skills and take on new areas of responsibility

Desirable

- Experience of developing and delivering successful target driven campaigns
- Good project management skills
- A keen news sense and understanding of what makes a good story
- Experience of website management using Drupal
- Experience of creating and monitoring email campaigns using MailChimp
- Experience of supporting income generation
- Previous experience working for a charity or not for profit organisation

ABOUT THE HEART OF ENGLAND FOREST

Planting tomorrow's great native woodland

The Heart of England Forest is an exciting and ambitious charity. We want to help reverse centuries of woodland decline and plant one of the largest forests in England. Our goal is to create a huge, unbroken woodland – a refuge from the modern world where people can rediscover nature and wildlife can flourish. It's an ambitious vision, which we're determined to make happen, one tree at a time.

The Heart of England Forest is not only a perfectly positioned lung for the Midlands, but a breath of fresh air for the nation. With almost two million new native trees planted so far, we are restoring our native woodland – providing a safe and permanent habitat for wildlife as well as an escape for people from the urban environments surrounding it.

The Forest stretches up the Warwickshire / Worcestershire border, from the present-day borders of Shakespeare's Forest of Arden to the edge of the Vale of Evesham – the north Cotswolds to south Birmingham. It's an area dense in cities, towns, and industry. Which is why we're creating a place to walk under shady canopies and through airy glades, away from the bustle of city life.

The UK has less than a third of the native tree cover of many other European countries, including France, Germany, and Italy. Planting tomorrow's great native woodland has already started. With 7,000 acres of land, the Forest is a mosaic of habitats from woodland to grassland to wetland, and currently consists of 600 acres of mature woodland and over 4,500 acres of new planting. We have planted an incredible 1.9 million trees so far, that's over 23% of the way towards our goal of a 30,000-acre forest. But with patience and your support, who knows how far it will grow!

More information can be found at www.heartofenglandforest.org