

## JOB DESCRIPTION

# Digital Communications Officer

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**WORK BASE:** Brooke House, Ashbocking nr Ipswich, with frequent travel around Suffolk

**HOURS AND DURATION OF EMPLOYMENT:**

37.5 hours per week. Some weekends and evenings, with time off in lieu.

**HOLIDAY:** 23 days per annum

**REPORTING TO:** Head of Engagement

## OVERALL PURPOSE OF JOB

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**Suffolk Wildlife Trust is the county's nature charity. Our goal is for Suffolk to be nature-friendly, with wildlife able to thrive across Suffolk because everyone is doing more for nature.**

You will bring your creative and technical flair to the role to extend our current success into a bigger hitting digital portfolio, which inspires more supporters for nature and more fundraising and membership support for the Trust.

An eagerness to explore new approaches and technologies and an ability to enable and inspire colleagues to embrace the opportunities presented by digital technology and new media is key to the role, underpinned by your personal knowledge and appreciation of the natural world.

Our comms and fundraising activities are all underpinned by the Trust's values:

- We will always act in the best interests of wildlife.
- We will secure a future for wildlife in Suffolk by connecting people to nature.
- We will make a difference by inspiring & empowering local action for wildlife.
- We are a learning organisation and will embrace new ideas to achieve our vision.

This is a collaborative role, working alongside our Design Manager and part-time Digital Comms & Design Officer and with The Wildlife Trusts UK comms team to secure success.

A driving licence is essential to support the effective delivery of this role.

## MAIN RESPONSIBILITIES

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**1. Bring creative and technical leadership to the Trust's digital activities to champion nature and Suffolk Wildlife Trust:**

- Set the personality and tone of voice for the Trust's digital communications
- Work with the Trust's Design Manager to develop the visual brand and ensure consistency across our digital channels
- Be a super-user of our key digital assets (eg ThankQ CRM database, social media platforms, website, email and design packages and intranet) to maximise their impact as communication tools
- Embed the use of analytics into our digital activity and decision making
- Champion the role of digital in our work for nature and support colleagues to do this
- Take responsibility for ensuring our GDPR guidelines are implemented in digital comms

**2. Build Suffolk Wildlife Trust's digital footprint:**

- Take ownership of the Trust's social media channels and e-comms to grow our digital voice beyond our current audiences.
- Create compelling content for the Trust's website and contribute to its management and development. (Ownership of the website sits with our Digital Comms & Design Officer)
- Develop the use of film and infographics across the Trust as a core element of our digital activity.
- Lead on digital innovation, to find new and better ways to reach and engage more people in the Trust's activities.

**3. Use our digital voice to drive fundraising and membership success:**

**Grow digital membership recruitment to 500pa**

- Showcase our impact for nature and the role of membership in this
- Create engaging warm leads programmes to foster membership from our activities and events
- Create attractive digital packages for members to complement the print magazine
- Use targeted approaches to reach beyond our existing supporters

**Grow digital fundraising to support our conservation & learning activities**

- Take ownership of the Trust's digital fundraising platforms
- Build digital campaigns to drive fundraising success through the Trust's website and other digital giving platforms
- Develop the use of social media to support our fundraising

**4. Use our digital voice to celebrate the natural world and inspire more people to play their part in a nature-rich future:**

- Celebrate our volunteers and tell their stories
- Provide the technical leadership for digital citizen science projects to support our conservation goals eg species surveys

**Local & national nature campaigns**

- Campaigns to build nature connection eg Lost Words, 30 Days Wild
- Campaigns to champion local action eg species, reserve purchase appeals
- UK led campaigns to drive conservation outcomes eg Living Seas

**5. Use our digital voice to build effective relationships with local journalists, to take our stories off-line to print and broadcast media**

**6. Use your skills and experience to contribute holistically to the Trust's vision for a wilder Suffolk.**

**7. Be an ambassador for Suffolk Wildlife Trust**