

Content Creation Officer

Suffolk Wildlife Trust is an inspiring and impactful organisation with a compelling vision for our county:

“A Wilder Suffolk where nature is thriving and abundant because everyone is doing more to help”

In the decade to 2030, we are committed to scaling up our activities across the county, to bring nature back to Suffolk. Our aim is for 30% of our county to be connected and well looked after for nature by 2030, so that our species and habitats can recover and thrive – and for 1 in 4 people to be actively helping to achieve this.



The Opportunity

2

Suffolk Wildlife Trust is seeking a Content Creation Officer to help us share the story of our work, inspire people across the county and drive our mission to “bring nature back to Suffolk”, and vision of a “A Wilder Suffolk where nature is thriving and abundant because everyone is doing more to help”. This role is central to how we communicate our impact and connect people with wildlife, ensuring that our voice for nature is clear, compelling and far-reaching.

As Content Creation Officer, you will be part of the Marketing & Communications team, working across departments to gather stories and create engaging content that resonates with diverse audiences. You will lead on digital communications, including managing our social media accounts, website, and e-newsletters, and play a key role in delivering inspiring campaigns that encourage more people to take action for wildlife and support the charity.

Your work will include planning, creating and publishing content such as videos, images, graphics and written stories that showcase the Trust’s impact and celebrate Suffolk’s wildlife and landscapes. By amplifying these stories, you will help raise awareness, build engagement and attract new members and supporters.



The Opportunity

3

The role also involves co-ordinating local and national awareness campaigns, ensuring that Suffolk Wildlife Trust continues to be recognised as a trusted voice for nature.

You will work closely with colleagues across our conservation and reserves, advocacy and engagement teams, to ensure that our communications reflect the breadth of our work and are aligned with our strategic goals.

This is a varied and rewarding role for someone who is creative, highly organised and passionate about nature. It offers the opportunity to use your storytelling and digital skills to make a tangible difference for wildlife and people of Suffolk.

This is a fantastic chance to get involved with your local wildlife trust and use your creativity to do amazing things for nature.



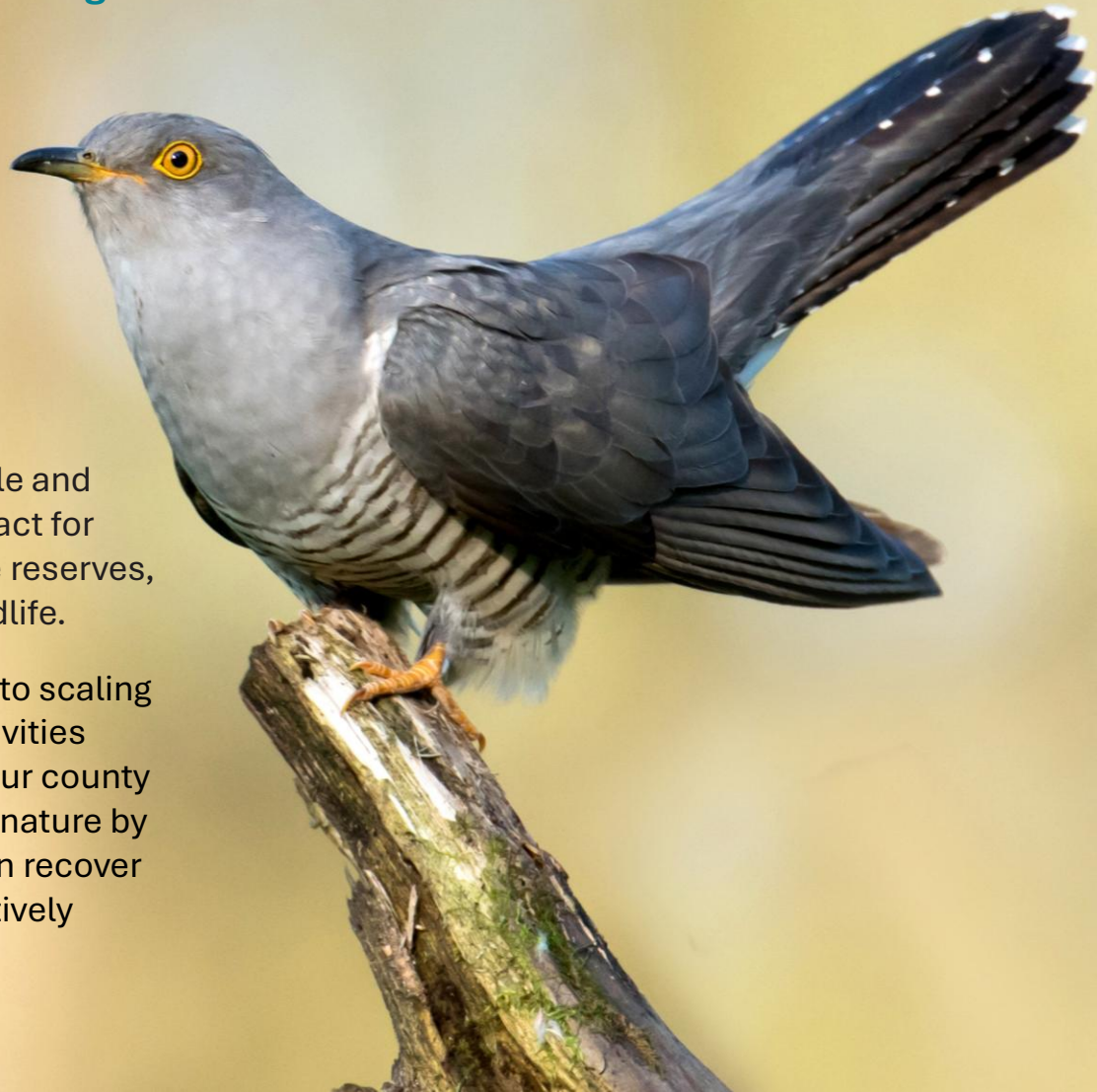


Suffolk Wildlife Trust is the county's nature charity – protecting and restoring Suffolk's wildlife.

Since the Trust was founded in 1961, we have been leading conservation efforts in Suffolk and have safeguarded some of the county's most important wildlife areas as nature reserves.

As a grass-roots organisation, we aim to deliver our ambitious mission to **'Bringing Nature Back'** by inspiring people and empowering communities to care and to act for nature, as well as managing our 50 nature reserves, two visitor centers and advocating for wildlife.

In the decade to 2030, we are committed to scaling up our conservation and engagement activities across the county. Our aim is for 30% of our county to be connected and well looked after for nature by 2030, so that our species and habitats can recover and thrive – and for 1 in 4 people to be actively helping to achieve this.

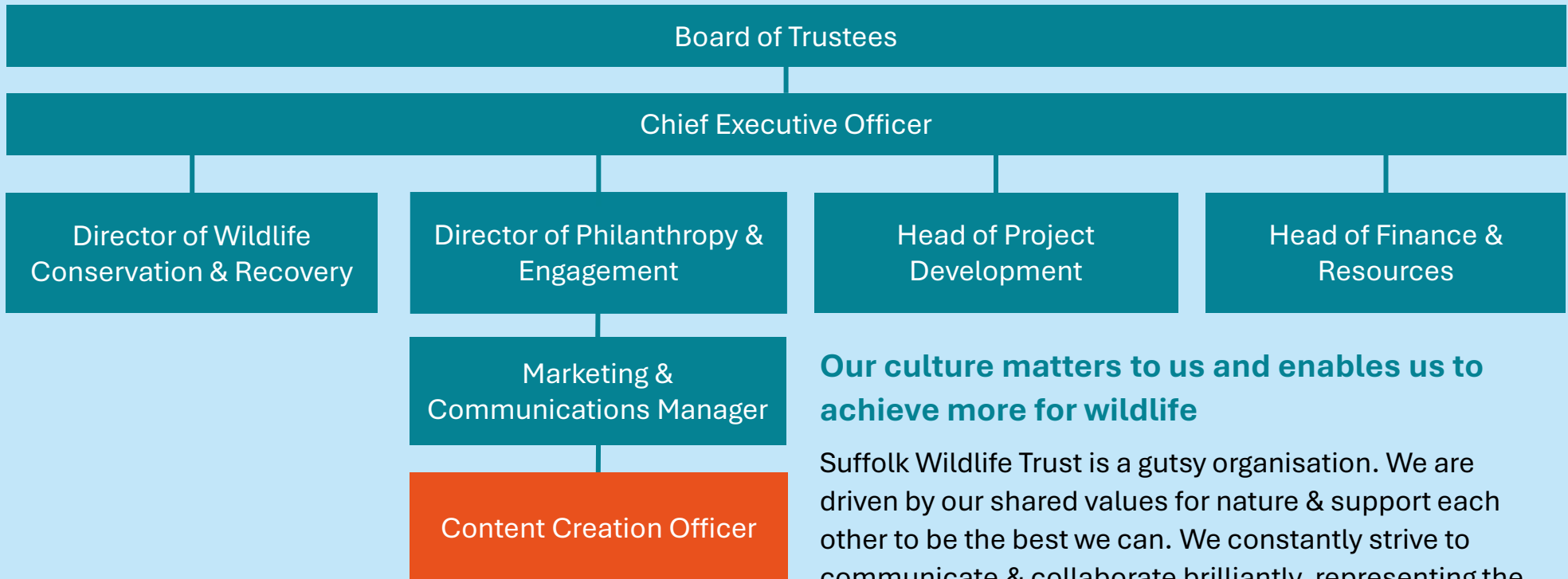


About Suffolk Wildlife Trust

6

Suffolk Wildlife Trust is an organisation that makes a difference

We are a registered charity with a Board of Trustees, 100 members of staff, 1,300 volunteers and 28,000 members. The Trust is part of The Wildlife Trusts – a UK federation of 46 local Wildlife Trusts through the UK that together has a powerful collective voice with over 850,000 members and caring for more than 2,300 nature reserves. Suffolk Wildlife Trust have five departments, each with a senior leader or ‘Head of’ responsible for a key area of activity and a team of Managers who bring operational leadership to their area of activity.



Our culture matters to us and enables us to achieve more for wildlife

Suffolk Wildlife Trust is a gutsy organisation. We are driven by our shared values for nature & support each other to be the best we can. We constantly strive to communicate & collaborate brilliantly, representing the wildlife trust in a welcoming, professional & well-informed manner.



Suffolk Wildlife Trust



Every staff role has three key areas of focus that directly support our mission to bring nature back. Typically, you should expect to spend 80% of your time on:

1. Digital Communications

- Managing and growing the Trust's digital communications including social media accounts (Instagram, Facebook, TikTok, BlueSky, YouTube, X and LinkedIn), website, e-newsletters, digital publications, and online press; in-line with the Marketing & Communications Strategy.
- Collaborating with colleagues to develop our digital communications and digital storytelling with the aim of growing our engagement, raising brand awareness, and reaching new audiences.
- Working with the Marketing & Communications team to monitor the Trust's digital communications; to take advantage of new opportunities to engage with existing audiences and reach target audiences.
- Developing the Trust's understanding of its digital audiences (both existing and target) and striving for constant improvement.
- Ensuring consistency across communications and brand use online; representing the Trust in effective, engaging and accessible ways.
- Reporting the results of digital communications activity in-line with the Marketing & Communications Strategy.
- Supporting marketing and communications activity across the Trust.



2. Content Creation and Storytelling

- Working independently to create, edit and publish engaging content - such as short-form videos, images, and long form writing – for social media, website, and other channels.
- Collaborating with colleagues and volunteers to create, edit and publish stories of the Trust's impact for nature in creative, engaging, and inspiring ways.
- Identifying new opportunities to share stories and news from teams across the Trust; ensuring all aspects of the Trust's work is featured.
- Keeping yourself informed about the biodiversity and climate crises in order to keep members, supporters, and the wider Suffolk public informed about these challenges for nature.

3. Awareness Campaigns

- Creating and delivering local awareness and engagement campaigns that educate about nature and the environment whilst strengthening Suffolk Wildlife Trust as the local voice for nature.
- Working with The Wildlife Trusts and other ENGOs on national awareness and engagement campaigns; and sharing them locally.
- Working with colleagues across Planning & Advocacy, Engagement, Wildlife Conservation, and Nature Recovery to identify and develop new awareness campaigns in-line with the Trust's strategic goals.
- Using the Trust's channels, and developing opportunities externally, to amplify the charity's voice for nature and the environment, with the aim of inspiring more people to take action for nature.



Our Culture

Our organisational culture matters to us and enables us to achieve more for wildlife.

Your role description explains the three key areas of focus of your role. What is equally important is how you do it. Suffolk Wildlife Trust is a gutsy organisation - we show courage, determination and spirit, learning from experience and embracing new ideas.

We are driven by our shared beliefs, values, passion for nature and supporting each other – staff and volunteers - to be the best we can to deliver for nature.

We strive to communicate and collaborate brilliantly, representing Suffolk Wildlife Trust in a friendly, professional and well-informed manner.

Supporting Colleagues

This is a cross-team role, providing support to colleagues and our wonderful volunteers through the systems and processes you manage, and your can-do attitude and approach.

Our Beliefs

Everything we do, and how we do it, reflects our belief in nature:

Nature has value in its own right

The world of nature is a place for everyone

People will care more and do more to help if they feel connected to nature.

Everyone will benefit from the environmental, social and economic benefits the natural world brings to society.

Our Culture

Our culture is how we work together, to empower each other, and our county, to achieve more for nature:

We Support each other

People flourish

Agility and innovation drive success

Collaboration strengthens our impact

Everyone plays their part

Inclusively thrives



A personal commitment to Suffolk Wildlife Trust’s mission to bring back nature.	Essential	Desirable
Passionate about nature, wildlife, and the environment.	✓	
Degree level education in a relevant discipline, or qualified by equivalent experience.	✓	
Experience managing and developing a brand’s social media presence across multiple platforms.	✓	
Experience reaching and engaging with new audiences digitally.	✓	
Experience creating, editing and publishing content for social media and digital platforms - including video, images, graphics, and written pieces – with creativity and flare.	✓	
Experience managing websites, website content, and SEO.	✓	
Technical knowledge of digital technologies and communication platforms including social media, email software (Mailchimp), Google Analytics, SEO, website CMSs and Microsoft 365.	✓	
High standard of written and visual literacy and attention to detail.	✓	
Motivated to create positive, collaborative relationships with a wide range of colleagues and partners (internal and external).	✓	
Calm under pressure and comfortable working to deadlines.	✓	
Confidence working alone and as part of a wide team.	✓	
Track record in creating and delivering impactful mission-driven communications.		✓
Experience in using analytics to inform and grow digital impact and ROI.		✓
Experience working in a charity or not-for-profit setting.		✓
Experience in graphic design and using design software (Canva, Adobe Suite etc).		✓
Understanding of wildlife conservation topics and issues.		✓

Terms and Conditions

This is a permanent, full-time position working 37.5 hours per week - Monday to Friday from 9:00am to 5:00pm based at our main office Brooke House in Ashbocking. We operate flexible homeworking arrangements where colleagues spend more time working together than homeworking. The starting salary will be between £26,000.00 and £28,000.00 per annum, depending on skills, knowledge and experience.

Employee Benefits

Annual leave entitlement starts at 33 days per annum (including Bank Holidays), increasing annually to 38 days, plus employees receive an additional day off for their birthday.

We offer a 9% employer pension contribution with no employee contribution required, free 24-hour Employee Assistance Programme, free life insurance from day one of employment, free access to a private GP for themselves and their household and discounts at high street retailers. Staff can also enjoy a 10% discount in our visitor centre cafes, including retail plus public engagement staff receive logo clothing.

As part of our team, you'll join a passionate organisation dedicated to enhancing the natural world, with opportunities to work across some of the most beautiful locations in the county.



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How to apply

14

To apply for this opportunity, please submit an application via our website by 9:00am on Monday 15 September 2025. The application process will include uploading a CV and cover letter.

The interviews are planned for Monday 29 September 2025 at Brooke House in Ashbocking. Please indicate on the application your availability for interview (between 9:30am and 4:00pm).

If you would like an informal discussion about the role, you can email me on jack.cripps@suffolkwildlifetrust.org.

Thank you for your interest in bringing your talents, experience and skills to Suffolk Wildlife Trust. I look forward to receiving your application.

Jack Cripps
Marketing & Communications Manager





**Together, we can create a
wilder Suffolk for everyone**