

## ROLE DESCRIPTION AND PERSON SPECIFICATION

### Digital Content Officer

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#### BASE OF WORK:

Brooke House with regular travel across the county.

#### REPORTING TO:

Marketing & Communications Manager

## ROLE PURPOSE

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**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 back nature in 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.

As the Digital Content Officer, your role will play a vital part within our Marketing & Communications Team, working across departments to gather stories and create engaging content that resonates with diverse audiences and attracts new supporters. You will be responsible for strengthening and growing our digital presence, ensuring that Suffolk Wildlife Trust is communicating its impact and mission in a meaningful, effective, and inspiring way. In this role, you will manage our digital communications - including our social media accounts (Instagram, TikTok, Facebook, BlueSky, X and LinkedIn), website, and e-newsletters; and drive the delivery of engaging awareness campaigns across the Trust’s channels.

Your work will help amplify Suffolk Wildlife Trust as *the* voice for nature in Suffolk; by sharing stories of our impact and the best of Suffolk’s wildlife and wild landscapes – with the aim of building awareness, driving engagement, and inspiring local people to take action for nature and to support the charity.

## MAIN RESPONSIBILITIES

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Every staff role has three key areas of focus known as the “Power of 3” to support our mission to bring back nature. Typically, you should expect to spend 80% of your time on these:

### 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) Digital 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.

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

## **PERSON SPECIFICATION**

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### **Essential**

- A personal commitment to Suffolk Wildlife Trust's mission to bring back nature.
- 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.

### **Desirable**

- 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.

## OUR CULTURE

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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 values and passion for nature and support each other – staff and volunteers - to be the best we can to deliver for nature. We constantly strive to communicate and collaborate brilliantly, representing Suffolk Wildlife Trust in a friendly, professional and well-informed manner.

## ADDITIONAL INFORMATION

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- The role may entail some evening and weekend working.
- The role requires an interest in working for a charity that is determined to protect wildlife for the future and for the people of Suffolk.
- The role requires the ability to drive, including a full driving licence and use of a vehicle, though pool vehicles may sometimes be available.

## WILD ABOUT INCLUSION

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Suffolk Wildlife Trust is committed to an inclusive and diverse workplace where everyone is welcome. As a conservation charity, we recognise the importance of diversity in both nature and our workforce of staff and volunteers. We strive to ensure that everyone feels valued and empowered to contribute to our vision of “A Wilder Suffolk where nature is thriving and abundant because everyone is doing more to help”.