

JOB DESCRIPTION

JOB TITLE: Marketing & Campaigns Officer

TEAM: PR & COMMUNICATIONS

DATE: September 2024

PREPARED BY: AS

OVERALL PURPOSE OF THE JOB:

Working closely with the Senior Marketing and Campaigns Officer and colleagues in the Membership, Fundraising and PR & Communications teams, you will plan and deliver creative and effective marketing and campaigning communications activity designed to achieve the Trust's objectives.

This role will support Norfolk Wildlife Trust in reaching a variety of new and existing audiences, using a range of offline and online media with a focus on income generation and engagement targets.

REPORTING TO: Senior Marketing and Campaigns Officer

REPORTING TO POST HOLDER: Volunteers

OTHER WORKING RELATIONSHIPS:

Internal:

- CEO, Director of Engagement, Director of Development and Partnerships
- Other members of Senior Leadership Team
- Other members of the PR & Communications team
- Supporter Development Manager
- Wilder Events and Wellbeing Manager
- Senior Fundraising Officer
- Head of Visitor Services and Sales
- Colleagues in other teams including Norfolk Wildlife Services (NWS), Nature Conservation and Nature Recovery.
- NWT Trustees, Ambassadors, President and Vice-Presidents
- Volunteers

External:

- Marketing, Campaigns, Media and Publications contacts within the Wildlife Trusts nationally and regionally

- External suppliers including printers, publishers, designers, film-makers, digital marketing agencies, mailing houses and media planners and buyers
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MAIN DUTIES:

Planning and delivery

Supporting the Senior Marketing and Campaigns Officer, you will:

- In response to requests from colleagues, create and deliver effective marketing and communication plans for projects, initiatives, and campaigns, with a focus on income generation and engagement.
- Ensure timely and effective marketing and communications activity across all channels, including social media, web, PR and offline marketing.
- Create, curate and manage published content for NWT projects, initiatives and campaigns (images, video and written).
- Be proactive in ensuring that content is prepared and signed off by relevant colleagues and partners.
- Lead on the delivery of paid social media advertising to support colleagues across the Trust to achieve their objectives.
- Work collaboratively with colleagues to implement an internal schedule of advertising/promotion which optimises space across the NWT estate including visitor centre screens and poster sites, and the Trust's website.

Email marketing

- Schedule and coordinate a creative and targeted calendar of email interactions with a wide range of audiences including NWT members, supporters and corporate partners.
- Liaise with colleagues to plan and deliver timely and relevant email communications with a clear purpose and target audience in mind.
- Generate engaging and relevant content, including text, images and video.
- Supporting the Senior Marketing and Campaigns Officer, use campaign data to improve future email marketing performance, utilising tools such as A/B split testing to test and evaluate engagement.

Events marketing

- Work with colleagues and partners to promote NWT events across a variety of online and offline channels.
- Develop and produce regular printed publications, such as our seasonal leaflet.
- Work with printers and distribution companies to ensure NWT publications reach our target audiences.

- Lead on the delivery of NWT's annual photography competition.

Evaluation and reporting

- Support the Senior Marketing and Campaigns Officer to effectively use a variety of data gathering and analysis tools and techniques to report on the performance of our campaigns.

Publications and other communications

Working closely with our in-house graphic designer:

- Manage the delivery of publications and digital assets to support NWT communications and campaign activity.

Corporate identity and brand

- Follow NWT's brand guidelines to ensure our communications consistently convey brand elements including visual identity, tone of voice and values.
- Liaise with our national body, RSWT, to co-ordinate our support of key national campaigns e.g. 30 Days Wild.

Equality, Diversity and Inclusion (EDI)

- Working closely with colleagues, including NWT's EDI Officer, ensure our marketing material and activity is engaging for a wide diversity of audiences.

Administration and support systems

- Manage PR & Communications volunteers in support of your work areas.
- Provide advice, support and training for other teams within NWT on best practice marketing and the effective use of online and offline communications.
- Ensure that PR and Communications activities are supported by professional administration, information and record keeping systems including clear and accessible computer and paper-based files, audit trails and effective storage of key documents, proofs and other records.
- Utilise NWT's CRM system to store, manage and export contact data in support of marketing and campaigning activities.
- Develop, manage and utilise effective capture, storage and retrieval systems for marketing and campaign plans and associated photographic images, proofs, publications materials and media articles.
- Ensure that all NWT marketing communications adhere to our UK GDPR commitments.

OTHER DUTIES:

- Undertake ad-hoc duties and tasks as discussed and agreed with the PR & Communications Manager.
 - Ensure a thorough understanding of, and adherence to, NWT's organisational policies and procedures, especially with regard to Health and Safety, safeguarding and EDI.
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PERSON SPECIFICATION:**Essential**

- Proven track record and experience planning and delivering creative, multi-platform marketing strategies and campaigns that have successfully achieved their objectives and targets.
- You are a confident communicator, with the ability to communicate with authority and inspiration.
- You possess experience in copywriting, creating engaging content and tailoring communications to fit a variety of media and a wide range of target audiences.
- You can evidence experience in the successful application of digital marketing techniques and strategies.
- You can evidence experience in the successful application of offline marketing techniques including direct marketing, out of home marketing (OOH), and printed advertising, publications and marketing materials.
- You can confidently use reporting and analytics tools to enable continual evaluation and improvement of marketing and campaign performance.
- You have experience working with external suppliers, for example printing companies, from briefing to delivery.
- You have a passion for staying current with digital marketing trends and channels.
- You enjoy building positive relationships and networks and have experience in successfully collaborating with and influencing internal and external stakeholders, with an ability to be diplomatic and assertive, utilising negotiation skills to ensure business needs are met.
- You have hands on experience of IT systems including, or similar to:
 - M365
 - Content Management Systems (CMS) such as WordPress or Drupal
 - Customer Relationship Management (CRM) systems
 - Email marketing software, such as Mailchimp
 - Website data collection and reporting tools, such as Google Analytics 4
- You are highly organised, deadline-driven and possess exceptional attention to detail, with the capacity to prioritise and work across multiple projects at any one time.
- You are committed to producing accessible and inclusive communications.

Desirable

- A passion for nature and the outdoors.
 - Proofreading.
 - Experience in public relations and communications, including preparing press releases, writing and editing articles, and working with the media.
 - Experience with design software, for example, Adobe Creative Cloud and Canva.
 - Current clean driving license.
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SPECIAL REQUIREMENTS:

- The post-holder must adhere to all relevant NWT policies and procedures.
 - May be expected to work on occasional evenings and weekends for which time off in lieu will be granted.
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OTHER RELEVANT FACTORS OF THE JOB:

- Willingness to travel to our visitor centres and nature reserves.
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CONDITIONS OF SERVICE: See Contract of Employment