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| **Job Title:** | TTTV Communications Officer |
| **Department:** | Conservation Development |
| **Responsible to:** | TTTV Partnership Manager |
| **Salary:** | £19,508.77 pro rata |
| **Hours:** | 7 hours per week. Fixed term for five years. |
| **Location:** | The post will be based at a partnership office located within the Trent Valley landscape with the option of occasional working from the Wolseley Centre or other partner office. |

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| **Background Information:** |
| Transforming the Trent Valley is a Landscape Partnership Scheme lead by Staffordshire Wildlife Trust, partnered by a diverse range of statutory and voluntary organisations and quarry operators and supported by The National Lottery Heritage Fund.Our purpose is that “Transforming the Trent Valley” celebrates the waterways, industries and the communities that are the life-force of this rapidly evolving river valley landscape and which have shaped and continue to influence its form and use. Wildlife-rich rivers, waterways and wetlands are at the heart of a revitalised, resilient and beautiful landscape that is connected and accessible for local communities and visitors to enjoy and explore as well as providing many opportunities to inspire and re-connect people to the river valley by revealing its cultural, industrial and natural heritage. The vision for the landscape is for “*Wildlife-rich waterways and wetlands at the heart of a resilient, accessible, beautiful and culturally rich landscape. Creating a brighter future for people, business and wildlife in the Trent Valley*”.Staffordshire Wildlife Trust’s mission statement is:*“Staffordshire Wildlife Trust protects and enhances the wildlife and wild places of Staffordshire and promotes understanding, enjoyment and involvement in the natural world.”*A registered charity established in 1969 we are one of 47 county Wildlife Trusts throughout the UK and are supported by over 15,000 members.The Trust owns or manages 27 nature reserves covering an area of over 3,600 acres. Our 60 staff are based in six locations around the county including our Headquarters at Wolseley Bridge, Stafford, with our work divided up into four departments: People Engagement & Resources, Conservation Delivery, Fundraising, Communication & Membership and Commercial. The Trust has a diverse workforce including site wardens, wildlife surveyors, community and education officers, catering and administration staff.In addition, we have a trading company looking after the commercial side of our business including a café at Westport Lake Visitor Centre and Charity Shops in Leek, Rugeley & Penkridge. |

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| **Job Purpose:** |
| To be the main contact for PR and communications across the Transforming the Trent Valley Landscape Partnership Scheme (TTTV) and to manage the external and internal communications to raise profile of the partnership and maximise positive media coverage. It is anticipated that this role will be incorporated in with the Interpretation Officer role to create a single post.The role is funded by The National Lottery Heritage Fund as part of a 5-year scheme. This role will manage and develop projects as detailed in the Landscape Conservation Action Plan (LCAP) as part of a wider partnership. A copy of the LCAP can be found on our website: <https://www.staffs-wildlife.org.uk/landscape-conservation-action-plan>. |

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| **Responsibilities:** |

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| 1. To be the first point of contact for all general media enquiries relating to TTTV and utilising the knowledge across the partnership to ensure appropriate response and/or attendance at interviews, photo opportunities
2. With support from the scheme’s Interpretation Officer, develop a clear and simple Comms Strategy for the scheme and support the Interpretation Officer in developing a clear brand and guidelines for the scheme and an Interpretation Plan based on the existing Interpretation Strategy.
3. Work with project leads and partners to research, write and distribute media releases and articles, liaise with media, help set up interviews and filming with staff and partners, take photographs to accompany releases, provide photo opportunities and arrange photo calls and radio / TV interviews.
4. Work across the partnership to maximise opportunities for raising the profile of SWT via social media, including Facebook, twitter and other social media as required.
5. With content input from partners, develop and maintain the TTTV website/page and maintain links to partner websites.
6. Maintain records of press coverage for inputting data into quarterly claims and ongoing programme management reports and to monitor the impact of social media through google analytics, for example, providing results quarterly and annually to the Scheme Manager.
7. Support and co-ordinate project partners in developing a range of specific communications aimed at target audiences such as local authorities, MPs, stakeholders, members and non-members.
8. Work across the partnership to ensure project partners adhere to the projects branding and visual identity guidelines in all communications and marketing materials.
9. In order for the organisation to work effectively you may be required to assist with other areas of work and therefore you should be prepared to undertake other duties, appropriate to the post, as delegated by your line manager.

**All staff are required to abide by organisational policies and procedures.** |

**Person Specification**

**Job Title**: TTTV Communications Officer

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| **Criteria** | **Essential** | **Desirable** | **Assessment Method** |
| **Qualifications** |  |  |  |
| A degree or similar in a subject appropriate to the role (e.g. English, journalism) | ✓ |  | QC |
| GCSE Maths and English or equivalent | ✓ |  | QC |
| **Experience**  |  |  |  |
| Working on PR e.g. press office, PR Agency, in-house | ✓ |  | AF / I |
| Dealing with media, including press, TV and radio | ✓ |  | AF / I |
| Producing high quality written material for a range of audiences | ✓ |  | AF / I |
| Achieving media coverage through campaigns | ✓ |  | AF / I |
| Working on Social Media campaigns |  | ✓ | AF / I |
| Developing web content | ✓ |  | AF / I |
| **Skills/knowledge** |  |  |  |
| Strong organisational skills to keep to strict deadlines | ✓ |  | AF / I |
| Relevant knowledge of media contacts | ✓ |  | AF / I |
| Good IT skills (e.g. MS Office) | ✓ |  | AF |
| Meticulous attention to detail | ✓ |  | AF / I |
| Knowledge of key legislation relating to marketing and data protection |  | ✓ | AF / I |
| **Abilities** |  |  |  |
| The post will require driving throughout the project area; it is therefore essential that the post holder holds a current driving licence. | ✓ |  | QC |
| Some evening and weekend working will be required and therefore a flexible approach is essential. | ✓ |  | I |

I = interview

QC = qualification certificate

AF = application form

T = test or assessment

P = presentation

***April 2019***