



Job Title: Communications and marketing officer

Theme:	Core Operations
Job Title:	Communications and marketing officer
Reporting to:	Fundraising and Relationships Manager
Salary:	£25,000 - £32,000 (relocation costs unavailable)
Hours of work:	Full time, 35 hours per week, flexible hours, to include weekend and bank holiday working as required
Contract:	Ongoing, subject to continued funding
Location:	Project Seagrass Head Office, Bridgend

Introduction	<p>Project Seagrass is an environmental charity devoted to the conservation of seagrass ecosystems through community, research and action. Our mission is to lead societal change to enable the recognition, recovery and resilience of seagrass ecosystems globally; that provide biodiversity, equitable and sustainable livelihoods and planetary life support. Our organisation was created with the intention of reversing the loss of seagrass by turning research into effective conservation action and communication both directly and through partnerships with communities and other stakeholders. Achieving our mission begins with how we build our team and how we work together.</p>
Main Purpose of Post	<p>To increase impact of the Project Seagrass mission through internal and external communications using all available marketing tools. There will be a focus on developing appropriate content in line with the PS brand and tone of voice which will be shared through outlets including, but not limited to, newsletters, information leaflets, press releases, blogs, traditional and social media and other communication channels. Creating impactful email marketing campaigns, producing both scheduled and organic content, managing day-to-day correspondence through the PS info email account and responding to information requests in a timely and professional manner.</p> <p>To help structure and share our communication strategy, key messaging and tone of voice within the growing PS team.</p> <p>This role will be both creative and strategic, as you support, collaborate with, and empower our team to deliver impactful communications following our brand guidelines. Communications is a fast-paced environment, and you will be working with all aspects of the organisation to communicate up-to-date information both internally and externally. You'll work closely with the Fundraising and Relationships Manager to optimise our output and act as a caretaker for the PS brand.</p>
General Duties	<ul style="list-style-type: none"> • Write and edit copy for email, website, social media and newsletters • Ensure all communications materials follow our brand guidelines • Work closely with project leads to ensure that relevant and newsworthy content is promoted via all comms channels • Support the creation and development of engaging content across all platforms with the aim of increasing our visibility, outreach and number of followers • Proactively manage the PS social media community and respond effectively • Support all social media channels via content creation scheduled for maximum impact and strategic balance

- Plan, create and manage effective email campaigns and automations, optimising PS email marketing and tracking KPI's
- Support PS media engagement by monitoring and responding to press inquiries, developing and maintaining an up-to-date media contact list and developing internal reporting on media coverage
- Project manage the delivery of the PS general and corporate newsletters
- Coordinate conservation communication materials including flyers, posters and digital resources
- Advise and support the wider PS team on the communication strategy, key messaging and tone of voice
- Deliver reports and recommendations to the CEO
- Act as a brand guardian, sense checking outputs to ensure consistency in messaging and tone of voice
- Work within the Fundraising Team to support all aspects of marketing and communications ensuring excellent donor care
- Support the Fundraising and Relationships Manager in creating and maintaining all marketing collateral including fundraising and ambassador packs, leaflets, reports, brochures and invitations
- Regularly check and subscribe to relevant news platforms and websites to ensure that our social media account is up to date with industry best practice
- Help manage the info email account, responding to general enquiries received and forwarding emails to the relevant team member within a 24-hour period
- Support creation of infographics and other engaging communication assets
- Edit and proof-read reports and proposals, ensuring they adhere to PS key messaging and tone of voice
- Liaise with suppliers and lead on the production and distribution of merchandise
- Respond to ad-hoc requests and any other duties that are within the scope, spirit and purpose of the role
- Answer media enquiries and draft responses on behalf PS
- Prepare press releases as opportunities arise and coordinate PS media and public relations with the support of the Fundraising and Relationship Manager
- Ensure marketing to current audience is on brand and plan, prepare and deliver on ways to market to new audiences in line with KPIs
- Maintain and regularly update the PS website with relevant content
- Deliver all charity communication e-newsletters to members/supporters/subscribers
- Work with external agencies to plan, brief and deliver PR for projects across the organisation
- Work with the Fundraising and Relationship Manager to deliver online appeals and grow the supporter database, generating income from both existing and new donors
- Seasonal fieldwork activities when operationally required for delivery of the communications officer role
- Attend meetings as the role requires
- Participate and support organisational events
- Conduct the job role and all activities in accordance with safety, health and sustainability policies
- Promote equality and diversity in working practices and maintain positive working relationships
- Contribute to organisational matters within PS to help it run smoothly
- Carry out other activities as appropriate on the instruction of the Senior Management Team and CEO

Person Specification	<p>Essential criteria:</p> <ol style="list-style-type: none"> 1. Degree or equivalent experience in similar role with a recognised professional qualification. 2. Up to date knowledge of best practice in media and communications and media law. 3. Experience of designing and implementing communication plans and campaigns, and measuring the outcomes 4. Excellent organisational and time management skills and ability to work to tight deadlines 5. Proven experience of using social media and other digital based engagement effectively 6. A commitment to continuous professional development. 7. Current UK driving licence 8. A willingness to spend time in the field and where required, work weekends and unsociable hours <p>Desirable Criteria</p> <ol style="list-style-type: none"> 9. Experience of working in a busy communications/marketing environment 10. Experience of working with seagrass 11. Experience of working with an environmental charity
Additional Information	<p>All applicants will need to have an existing right to work (visa) in the UK.</p> <p>Applications are invited based on a 2-page CV and 2-page covering letter by email to emma.p@projectseagrass.org. Informal enquiries: Informal enquiries are welcome and can be directed to Louise Swindell via email: louise@projectseagrass.org</p> <p style="text-align: center;">Application Deadline: Friday 6th October 2023</p>