



JOB DESCRIPTION

Job Title: Marketing & Communications Manager, Wildwood Escot
Responsible to: Head of Marketing and Wildwood Escot Park Manager
Responsible for: Creating and delivering dynamic marketing and communications campaigns to promote Wildwood Escot and achieve targets.
Grade: 4

1 JOB PURPOSE

The Marketing & Communications Manager will deliver a dynamic programme of campaigns to promote Wildwood Escot. You will find ways to increase our visitor and member numbers, and develop our membership and partnership schemes to achieve income targets and support the Mission and Vision of the Trust.

2 MAIN DUTIES

1. Management of the online booking system for park tickets, experiences, talks, events and education work.
2. Delivery of an effective and results-driven advertising programme across channels.
3. Updating the Wildwood Escot website information, imagery and pages as required in liaison where necessary with the web providers, the Park Manager and the Head Of Marketing.
4. Ensuring consistent, effective use of the brand assets throughout all materials and communications across Wildwood Escot.
5. Delivering Wildwood Escot's social media output, building up and working with team and volunteers to create content and create a lively, informed and popular presence across our social media channels.
6. Working on direct marketing campaigns, fundraising appeals, and membership recruitment programmes, with the Kent Marketing and Devon Park teams.
7. Creating and delivering public consultation and feedback programmes, such as customer surveys and focus groups. Overseeing Wildwood Escot's presence and performance on review sites such as Tripadvisor and Google.
8. Adhering to the Fundraising Code and Charity Commission guidelines and other external regulations (e.g. GDPR) – as set out by WWT's processes, policies and procedures

3 SKILLS, KNOWLEDGE, EXPERIENCE

The Marketing & Communications Manager will have a genuine drive for furthering the Trust's charitable objectives. This role requires a passion for creative marketing, advertising, online and digital output, along with excellent skills in communication, leadership, attention to detail, and team working.

1. Essential

- Good skills in creating content across platforms, including working with photography, video, digital, and print.
- Good budgeting skills, setting, managing and keeping on track.
- Excellent written and verbal communication skills.
- Good and demonstrable copywriting skills.
- Knowledge of the Devon media landscape.
- Degree or qualification or equivalent experience in a marketing role.
- Experience in delivering a busy cross-channel marketing programme.
- Experienced team player, inspiring good performance and team relationships, working to targets and motivating others.
- Experience of delivering social media for an organisation.
- Good analytical and reporting skills to measure effectiveness of marketing activities.
- Experience of working with Adobe Creative Suite.

2. Desirable

- Experience of managing charity events.
- Experience of setting up and managing media visits, filming and interviews.
- Knowledge and contacts in the Devon media and/or fundraising industries.
- A genuine interest in British Wildlife and Conservation.
- Good understanding of charity and fundraising regulations in the UK.
- Data management experience using a CRM system, audience segmentation, reporting and analysis.
- Experience in eCommerce and website CMS systems
- Experience in brand management.
- Experience of working in an agency, sales or fundraising environment, ideally in a management role.
- Experience of working on direct marketing campaigns.
- Experience of marketing memberships.

4 ROLE DIMENSIONS

Annual Budgetary amount:	£
Number of staff reporting to the post (direct/Indirect):	0/0
Any other information:	

5 OTHER CONSIDERATIONS

1. The post is advertised as part time, 3 days per week, and may require weekend and bank holiday working.
2. Appointment will be subject to a six month probationary period.

3. No person shall be treated less favourably than another on the grounds of sex, sexual orientation, marital status, race, ethnic or national origin, religion, colour, age or disability. As an equal opportunities employer, applicants for staff vacancies shall be shortlisted for interview and appointed purely on the grounds of their suitability for the post as laid out in the advertised job description
4. Wildwood operates a no smoking policy in the park and in its offices.

4. Employment Package

The salary for the Marketing & Communications Manager is band 4 £28,000-32,999 pa pro rata.

Normal working hours are a 22.5 hour week, plus a half an hour unpaid for lunch each day; core hours are 9.00 am until 5.00 pm although the job may involve overtime, including some evening and weekend working as part of your normal duties.

The holiday allowance is 30 days a year pro rata, this includes statutory holidays.

Appointments are subject to confirmation after a six-month probation period.

Wildwood offers access to a stakeholder pension, details of which will be given to you on confirmation in post.

5. Applications

Application is by C.V. and covering letter and must contain the following information:

- Name, address, contact phone numbers
- Personal Statement
- Employment history
- Educational history

You should include a statement of the relevant skills and experience that you believe you will bring to the job, paying careful attention to the requirements of the job outlined above. You should give two referees to whom we can turn for a confidential reference, one of whom should be your current or most recent employer. References will only be taken up for those candidates chosen for interview or, with regard to current employer, on offer of contract.

Applications will not normally be acknowledged. If you would like yours to be acknowledged, please enclose a stamped, self-addressed postcard.

Applications should be sent to Sam Scott, Wildwood Trust, Herne Common, Herne Bay, Kent, CT6 7LQ. Or alternatively email jobs@wildwoodtrust.org. Interviews and selection tests will be held on site at Wildwood Escot by arrangement.