

Job Description

Marketing & Communications Officer

Department	Communications	Reporting to	Communications Team Lead
Contract	Permanent, Full Time 35 hours p/w	Direct reports	1 volunteer
Work location	Earth Trust Centre / Hybrid (2 days per week on site)	Salary (FTE and Pro rata if applicable)	£25,000 per annum

Role summary

The Marketing & Communications Officer plays a crucial role in promoting Earth Trust's mission, raising awareness, and engaging the public through strategic marketing and communications. This role supports the recruitment and retention of Earth Trust visitors, venue hirers, volunteers, supporters, and partners across multiple marketing platforms, including social media, email newsletters, and the website.

Accountabilities

Marketing Planning and Analysis

- Develop and implement comprehensive marketing campaigns to promote the charity's mission, venue offer, programmes, fundraising, and events.
- Track and report on campaign performance, using data insights to optimise effectiveness.
- Manage data entry and segmentation to enhance audience engagement.
- Design and manage marketing journeys using the CRM system, Beacon, and email marketing platform.
- Manage marketing budgets to ensure the efficient allocation of resources across campaigns.
- Identify opportunities to improve content and marketing performance through data-driven insights.
- Ensure marketing activities comply with relevant regulations and best practices, including GDPR and Fundraising Regulator guidelines.

Content Creation & Management

- Develop compelling content for various digital channels, including social media, website, and email.
- Write and edit content for marketing materials, ensuring clarity, accuracy, and brand consistency.
- Design and produce marketing assets to support commercial projects and campaigns, working with external designers on more complex projects.

Channel Management and Delivery

- Oversee Earth Trust's social media channels, identifying creative ways to bring the organisation's work to life.
- Develop and manage an influencer engagement strategy to expand Earth Trust's reach.
- Build on the marketing channel strategy to grow and diversify Earth Trust's audience.
- Plan and execute email marketing campaigns via MailChimp, including monthly newsletters and targeted campaign emails.
- Plan and deliver paid media campaigns across social media, Google, third-party platforms and publications
- Manage website content and administration via WordPress, collaborating with the external website manager for complex updates.
- Optimise SEO across the website to enhance visibility and align content with the wider communications strategy.
- Manage Earth Trust's Google Ads Grant account and campaigns in line with marketing priorities.

Project Management

- Lead marketing projects from conception to execution, ensuring timely and budget-conscious delivery.
- Work collaboratively with internal teams to ensure alignment with organisational goals.

Person specification

Experience and skills

Essential

- Minimum of two years' experience in a marketing or communications role.
- Strong organisational and time management skills, with the ability to manage multiple projects simultaneously.
- Solid understanding of marketing principles and how channel activities fit into a strategic marketing framework.
- Experience in delivering paid media campaigns.
- Commercial and event digital marketing experience.
- Strong copywriting and editing skills, with the ability to tailor content for different audiences.
- Proficiency in digital marketing tools and platforms, including MailChimp, WordPress, and Canva.
- Experience managing social media content and engagement.
- Familiarity with Google Analytics, SEO best practices, and social media analytics.
- Basic graphic design skills using Canva or Adobe Creative Suite.
- Experience in data management and reporting.
- Confidence in creating digital content across various formats, including video, podcast, and design.
- Ability to work both independently and collaboratively within a team.
- Knowledge of marketing regulations and best practices.

Desirable

- Experience in the charity or fundraising sector.
- Familiarity with the environmental sector and creating digital content to engage audiences with nature.
- Experience using CRM systems for marketing and audience engagement.
- Experience managing Google Ad Grants.
- Knowledge of influencer marketing and community engagement strategies.
- Familiarity with Eventbrite for event marketing.
- Experience working on fundraising appeals.

Personal attributes

- Passionate about Earth Trust's mission and values.
- Creative thinker with a proactive and adaptable approach.
- Excellent attention to detail and a keen eye for design.
- Strong interpersonal and communication skills, with the ability to collaborate effectively with colleagues and stakeholders.
- Solutions focused attitude. A keen problem solver

This role presents an exciting opportunity to be part of a dynamic communications team, driving impactful marketing campaigns that support Earth Trust's mission of enabling nature and people to thrive together.