



## **Essex Wildlife Trust**

### **Job Description**

**Job title:** Marketing Manager (fixed term for 12 months)

**Location:** Abbots Hall, Essex

**Reports to:** Head of Communications

### **About us**

Essex Wildlife Trust is the county's leading conservation charity, committed to protecting wildlife and inspiring a lifelong love of nature. Our strategic aims are to restore 30% of land and sea by 2030, and to inspire 1 in 4 people to take action for wildlife in Essex.

### **Job Purpose**

The Marketing Manager is responsible for developing impactful marketing strategies and campaigns that will raise the profile and promote the work of the Trust. You will enable the Trust to achieve our income generation targets, as well as working towards nature's recovery and enabling people to take positive action for wildlife.

### **Overview**

You will be responsible for creating and delivering effective marketing plans that generate income, increase engagement, reach different audiences and boost brand awareness for the Trust.

The Marketing Manager will create and deliver marketing strategies that cover (but may not be limited to) membership, legacies, events, Nature Discovery Centres, appeals, and campaigns to take action for wildlife. You will also oversee the marketing budget and ensure this is utilised in the best way for the Trust's aims and to reach income generation targets.

The Marketing Manager will have a sound understanding of both digital and offline marketing methods and an awareness of fundraising needs for a not-for-profit organisation. You will be a proactive and creative individual, with technical marketing skills and confidence in analytics and reporting, as well as having excellent business acumen and commercial awareness.

You will be an experienced line manager, supporting members of the Communications Team to deliver their remits and work together to deliver the Trust's marketing plans. You will keep up to date with trends and best practices in the industry, bringing these insights regularly to the team.

You will be a strong copywriter and visual communicator, having previous experience in brand guidelines. Working with the Design Team, you will ensure our brand is maintained across the Trust. You will be able to identify key stories and content from the Trust's work, being a contributor to the team's press and media work and an editor for our seasonal membership magazine.

You will be inspired to drive forward the Trust's strategic goals at every stage and have demonstrable experience leading and delivering successful initiatives that boost engagement, inspire new supporters, generate income and increase brand awareness.

### **Key Tasks**

- Develop and deliver effective marketing plans from start to finish, to support the Trust's income generation areas and meet our targets.
- Oversee the day-to-day operations of the Trust's marketing functions and managing the portfolio of activities within this.
- Ensure that marketing plans are in line with, and support, the Trust's strategic aims of getting 1 in 4 people taking action for wildlife and protecting 30% of land and sea by 2030.
- Deliver a clear marketing plan for the Trust's membership offer, legacy programme, and fundraising appeals alongside the Fundraising Team.
- Promote our Nature Discovery Centres as places of wonder and wildlife connection, increasing footfall and promoting our food and beverage and retail areas.
- Have oversight of the Trust's event offering, bringing suggestions to improve our events offer and sell our events to the public.
- Work with the Corporate Team to secure sponsorships for campaigns and communications work, such as the Trust's wildlife webcams and photography competition.
- Be an editor of the Trust's membership magazine, WILD, as a skilled copywriter and identifier of stories. You will also support the team to fill our advertising spaces, bringing recommendations for generating income in this area.
- Line manage a team of Marketing and Communication Officers, using a coaching approach to ensure team success alongside personal development.
- Have a strong understanding of print and digital ads, using your experience to support the team in this area and recommending ways to utilise our marketing budget.
- Oversee the running and development of our digital channels, including social media, website and email communications.
- Be a key contributor to the Trust's media coverage, protecting our brand and sending press releases to enhance our brand awareness.
- Be a confident public spokesperson for the Trust, providing quotes for press releases and appearing as a spokesperson when needed.

- Write compelling and engaging content, including but not limited to magazine articles, blog posts, email marketing, web content, interpretation boards and social media posts.
- Conduct regular analysis and reporting on our channels, reviewing them for efficiency and effectiveness and suggesting improvements.
- Lead on training for analytics and reporting for other team members, ensuring that the team gain experience in this area and feel confident using analytical tools like Google Analytics and Meta Suite to make improvements to their own work.
- Work closely with other Managers across the Wildlife Trust movement, providing opportunities for joint-up collaboration and wider marketing and communication opportunities.
- Ensure that Equality, Diversity and Inclusion (EDI) and GDPR compliance is a priority for our communications channels.
- Promote and protect the Essex Wildlife Trust brand, helping to develop its continual evolution.
- Work effectively with colleagues across the Trust and demonstrate the values of being Impactful, Collaborative, United and Proactive.

## **Person Specification**

### **Knowledge and skills**

1. Has a highly developed understanding of marketing and delivering full income generation plans for an organisation.
2. Qualified to degree level in a relevant subject (or hold equivalent qualifications). Significant experience will be considered.
3. Has good knowledge of UK wildlife and conservation issues and can communicate these effectively across all channels.
4. Ability to develop long-term strategies and manage fundraising and awareness campaigns, aligning them with the Trust's strategic goals.
5. Experience in managing a team of people in a coaching and supportive style.
6. Expertise and experience in reporting platforms including Google Analytics, Looker Studio and Meta.
7. Knowledge and confidence in digital and print advertising, including social media paid adverts and Google Ads.
8. Digital marketing skills including knowledge and experience leading on social media channels, email communications and websites. Knowledge of CRM integration would be advantageous but not essential.
9. Strong copywriting skills, with evidence of copywriting for different channels including social media, magazines, press releases, website copy and email communications.

10. Understanding and awareness of GDPR compliance and Equality, Diversity and Inclusion (EDI) practices.
11. Can demonstrate sound reporting methods, including regularly conducting reports and reviews and feeding into identified key performance indicators (KPIs).
12. Possesses good organisational skills and the ability to handle multiple projects simultaneously whilst meeting deadlines.
13. A 'can-do' attitude and a great self-starter who works well on their own initiative and within a team, consistently being proactive and enthusiastic.

### **Additional Information**

The role may entail some evening and weekend working.

The role requires an interest in working for a charity that is determined to protect wildlife for the future and for the people of Essex.

The role requires the ability to drive, including a full driving licence and use of a vehicle, though pool vehicles may sometimes be available.

The role is based at Great Wigborough, Essex, with home working opportunities, but requires regular travel across the county and beyond, with mileage paid for additional travel.