



## Marketing Manager

We have an exciting opportunity for an experienced marketing professional to join Essex Wildlife Trust.

### About Essex Wildlife Trust

We are the county's leading nature conservation charity, committed to protecting wildlife and inspiring a lifelong love of nature and one of the largest Wildlife Trusts in the UK.

This is the most important decade in the history of nature conservation and an exciting time to be joining us. If we are to tackle the climate crisis and the ecological crisis, we need the best people to rally around environmental protection.

Our values are impactful, collaborative, united and proactive.

# The Role

The Marketing Manager 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.

This is an exciting opportunity to be part of a creative and impact-driven team. You will work **collaboratively** across the Trust, covering fundraising, conservation, campaigns, events, Nature Discovery Centres and more.

The postholder will be experienced in **line management**, bringing a coaching and supportive style. You'll be a leader within your area, bringing clear **marketing plans and goals** to the team.

Reporting to the Head of Communications, the successful applicant will be working with our talented and passionate **Communications Team** to develop marketing plans that generate income, boost the Trust's brand, reach new audiences and increase engagement.





Credit: Wrinkled peach mushroom – Darren Taczynski

## Job Description

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.

## Key tasks (continued)

- 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

- Has a highly developed understanding of marketing and delivering full income generation plans for an organisation.
- Qualified to degree level in a relevant subject (or hold equivalent qualifications). Significant experience will be considered.
- Has good knowledge of UK wildlife and conservation issues and can communicate these effectively across all channels.
- Ability to develop long-term strategies and manage fundraising and awareness campaigns, aligning them with the Trust's strategic goals.
- Experience in managing a team of people in a coaching and supportive style.
- Expertise and experience in reporting platforms including Google Analytics, Looker Studio and Meta.
- Knowledge and confidence in digital and print advertising, including social media paid adverts and Google Ads.
- 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.
- Strong copywriting skills, with evidence of copywriting for different channels including social media, magazines, press releases, website copy and email communications.
- Understanding and awareness of GDPR compliance and Equality, Diversity and Inclusion (EDI) practices.
- Can demonstrate sound reporting methods, including regularly conducting reports and reviews and feeding into identified key performance indicators (KPIs).
- Possesses good organisational skills and the ability to handle multiple projects simultaneously whilst meeting deadlines.
- 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.



Credit: Luke Massey/2020VISION

## Terms

This role is a **fixed term position for one year**, working 37.5 hours per week (Monday to Friday, 9am – 5pm), with a salary of £35,200.

This role has a hybrid-working arrangement, where the role is flexibly based at Abbots Hall in Great Wigborough, but with the option to work from Nature Discovery Centres across Essex and from home.

The role will require a full driving licence and access to your own vehicle.

Annual leave entitlement starts at 26 days per annum, increasing each year to 29 days plus bank holidays.

We provide company sick pay increasing with the length of service, an employee assistance programme, a combined 8% contribution pension scheme and discounts in our Nature Discovery Centres.

## How to apply

To apply, please follow the instructions our website and apply by **5pm on 22 April 2025**.

Please ensure you have read through the job description, tasks and person specifications fully before applying.

Interviews will be arranged on the **week commencing 28 April 2025**.

Thank you for your interest in this position and I look forward to receiving your application.

Lauren Cosson

**Head of Communications (Maternity Cover)**



