



Job description

Job title:	Communications and Marketing Officer
Location:	Home based – work throughout the Yorkshire Dales and surrounding area as part of a small, dispersed team.
Accountable to:	Finance Manager
Salary:	£26,500-£32,000 per annum FTE (£10,600 - £12,800 actual salary). Depending on experience
Hours:	15 hours per week
Term:	Permanent, subject to funding availability
Transport:	You will be required to provide a car but will be reimbursed for business-related mileage (currently 45 pence per mile).
Employment subject to:	Satisfactory references and six month probationary period.

Communications and Marketing Officer

This is an exciting role for a candidate familiar with a passion for thriving rivers and communities, someone who has the skills to drive increased engagement with our work on the water quality and habitat of the Rivers Swale, Ure, Nidd, Ouse and Wharfe and their catchments.

The successful candidate will take ownership of our digital and traditional communications, promoting the work and raising the profile of the Yorkshire Dales Rivers Trust (YDRT) and the catchment partnership we host, the Dales to Vale Rivers Network (DVRN). They will work across the Trust, liaising with the Senior Management Team and project officers to report on progress through innovative and exciting communications.

A key feature of the role will be to develop and implement a marketing plan for YDRT, targeting new avenues such as corporate sponsorship and legacy giving.

The Communications and Marketing Officer will be able to engage with a varied audience. They will be the first point of contact for volunteers, corporate and individual supporters, the general public, the media and a mix of stakeholders. They will enjoy the support of an experienced team across all of these areas, enthusiastic to work together on a growing portfolio of projects.

The role will be home based but will work across the Yorkshire Dales Rivers Trust's area and hot desk at the Trust office. The role requires practical knowledge of traditional communications, social media and digital marketing. The post holder will be flexible, with



occasional evening and weekend working. The post-holder will work well both alone and as part of a team of paid staff and volunteers.

This is a great opportunity to further develop your career and experience of working in both the environmental and communications sectors, and to join a small enthusiastic team committed to managing efforts to combat climate change, water quality and restoring biodiversity in the Yorkshire Dales Rivers Trust catchments.

Duties and Responsibilities

- Deliver and develop YDRT and DVRN communications, both digital and traditional.
- Act as the point of contact for supporters, volunteers, stakeholders and members of the general public for YDRT and the DVRN.
- Coordinate and deliver a content calendar to organise the communications activities of YDRT and the DVRN
- Manage media enquiries, write articles, press releases, and prepare press briefing notes
- Regularly add content to the YDRT website
- Own the social media activities of YDRT and DVRN.
- Co design and produce educational and promotional material (leaflets, posters and displays). To ensure brand consistency across projects and Trust activities.
- Coordinate and produce regular e-newsletters and the annual report.
- Own and maintain the distribution lists for supporters and stakeholders, and work across the team to increase our reach.
- Work with the senior management team to create a marketing plan for YDRT including the development of a corporate and individual supporter programme.
- Deliver and develop the Trust’s core fundraising activities including the annual auction and online fundraising campaigns
- Organise and promote Trust events, including open days and attendance at external events and shows.

This job description cannot cover every issue or task that may arise. The successful candidate may be expected to carry out other duties which are consistent with the aim and objectives of the post.

Communications Officer Job-holder competency profile

Category	Competency	Essential or desirable
Qualifications & experience	A degree and/or experience in a relevant discipline (A degree is not essential if you have relevant experience)	Essential
	Current driving licence and vehicle which can be used for work purposes.	Essential
	Prior experience in a communications or marketing role.	Essential
	Understanding of the best practices of main social media channels including Facebook, Twitter, LinkedIn etc.	Essential

	Understanding of public relations and marketing best practice.	Essential
Knowledge	Familiarity with methods of analysing efficacy of comms.	Essential
	A good general knowledge of stakeholder groups in the environmental sector.	Desirable
	Experience of working with volunteers or community groups from a range of backgrounds.	Desirable
	A good general knowledge of river ecosystems.	Desirable
	Experience in managing a budget.	Desirable
Skills	Excellent administrative and organisational skills.	Essential
	Excellent writing skills able to compose engaging and accurate content for digital and traditional communications.	Essential
	Excellent communicator able to work both independently and as part of a team.	Essential
	Adaptable to work well both independently and as part of a team	Essential
	First class time management skills with the ability to manage multiple projects while delivering high quality content.	Essential
	Able to think strategically to identify ways to improve, monitor and report on communication efforts.	Essential
	Work space at home conducive to productive home working	Essential
	Practical ability to devise, design and disseminate communications projects from a local flyer send, through attendance at event to a social media campaign.	Essential
	Ability to use metric tools such as Google Analytics, Mailchimp, Eventbrite etc.	Desirable
	Ability to use Canva	Desirable



Terms and conditions

The following terms and conditions are typically offered to Yorkshire Dales Rivers Trust staff and are set out as a guide only. Terms and conditions may vary according to circumstances and this summary does not form part of any subsequent employment contract.

Salary: £28,000 -£32,000 per annum FTE (£11,200 - £12,800 actual salary). Depending on experience). 15 hours per week (0.4 fte). Days/time of work can be flexible to suit the right candidate

Probationary period: Six months. During the probationary period, the contract may be terminated with one week's notice.

Annual leave: 25 days annual leave plus bank holidays pr

Pension: Contributory pension. The Trust contributes 9% salary.

Location: The Trust has a office in Pateley Bridge

Travel: The post will require frequent travel around the YDRT catchment and therefore a full UK driving licence and access to a car is essential. Mileage expenses will be paid in accordance with the HMRC non-taxable levels. Car insurance providers need to be made aware of this business use.

To apply:

If you wish to apply, please send a CV (no more than two sides of A4) and covering letter (no more than two sides of A4), outlining how you meet the requirements of the person specification and job description and email to the Finance Manager of Yorkshire Dales Rivers Trust, Mary Boyd mary.boyd@ydrtr.co.uk

Applications must be received no later than 5pm on Monday 29th January 2024

Interviews will be held week commencing Monday 5th February

If you would like more information on the role before submitting an application, you may contact Mary Boyd



The Yorkshire Dales Rivers Trust

The Yorkshire Dales Rivers Trust is a registered charity covering the Rivers Swale, Ure, Nidd, Ouse and Wharfe catchment areas with a mission to:

- Protect and conserve river environments and inspire others to contribute to this;
- Provide opportunities for people to learn about and enjoy rivers;
- Encourage partnership and collaborative working at a catchment scale.

The Trust undertakes a wide range of practical projects to improve the water quality and habitat of rivers and streams and to inspire other people to care about these environments. This includes working with farmers, landowners and communities to reduce water pollution, improve river habitat, address barriers to fish migration and improve fish habitats, and reduce the risk of damage from flooding. Volunteers have always been an essential component of the Trust, assisting with practical conservation work, monitoring and events.

The Yorkshire Dales Rivers Trust hosts two catchment partnerships as part of Defra's 'Catchment based approach' initiative: this involves building collaboration, engaging with communities, pooling evidence and finding funding to drive multi-partner projects that maximise benefits for people across the catchments.

The Trust evolved from a group of committed volunteers and is now overseen by a board of volunteer trustees. The Trust currently employs nine members of staff who are home-based with occasional use of office space at Pateley Bridge. The working culture of the Trust encourages a professional, committed and independent approach.

More information about the Trust can found on our website <https://www.ydrt.org.uk> and further information regarding the catchment partnership can be found on this website <https://www.dvrn.org.uk/>