

Digital Communications Officer

JOHN
MUIR
TRUST

Are you a talented individual looking to develop your career in a progressive conservation organisation? The reason the John Muir Trust exists - to conserve, protect and repair wild places for the benefit of everyone - has never been more important.

We're looking for a Communications Officer with a flair for digital marketing who can help us connect with a wider, more diverse audience. By skilful evaluation and interpretation of data analytics, you will increase the impact of our online presence and help to deliver our communications plan.

This is an exciting opportunity to join a growing team and use and develop your skills and creativity in digital media to protect, and connect people to, the UK's wild places.

Main responsibilities

The John Muir Trust is committed to working together to promote a more inclusive environment and we need a diverse team to realise this. Applicants are welcome from all walks of life with diverse backgrounds, cultures, perspectives, and experiences to support our work on behalf of wild places.

Key duties

You will be responsible for maintaining and monitoring the Trust's website; producing, managing and analysing social media content; and managing the Trust's email marketing campaigns. You will support the Trust's communications priorities by tracking the performance of key fundraising, marketing and communications activities online and enabling the Trust to make continuous improvements via evidence and insight. You will also support the effective delivery of internal communications.

Website and social media

- Develop creative and engaging content for the Trust's website and social media channels in line with the social media, communications and organisational strategies
- Coordinate the ongoing development of the Trust's website, including e-commerce
- Take responsibility for the Trust's social media activities, posting regularly on all platforms in line with the social media strategy, to increase engagement and reach
- Work with teams across the Trust to create online marketing campaigns, including social media advertising and email marketing, which support income generation appeals, policy and advocacy campaigns, membership recruitment, regional events and engagement activities, and the Wild Space visitor centre
- Oversee, plan and deliver content across different platforms using scheduling tools and ensuring key messages are clear and consistent across all channels

- Test, monitor, track, analyse and report on performance of the website and social media channels using tools such as Google Analytics and Facebook insights to ensure learnings and recommendations are incorporated into future campaigns.
- Evaluate campaigns and produce reports to demonstrate their effectiveness.
- Keep up to date with and evaluate the latest trends and techniques in digital marketing, ensuring the Trust is aware of new opportunities as they arise and remains relevant to our target audiences.
- Seek out and form key relationships with influencers across the social media platforms
- Work closely with relevant teams across the Trust (particularly Policy) to manage and facilitate social media communities by responding to social media posts and developing discussions.
- Manage and/or support the delivery online events as required.
- Support and/or deliver digital media content training with staff to grow in-house content creation capability, including video and audio projects.
- Liaise with regional teams to find opportunities for storytelling and content creation.
- Work on other Trust-wide projects as agreed with your line manager including the planned channels analysis.

Internal comms

- Oversee the management of the Trust's employee app, Blink. This includes monitoring the feed, ensuring the document Hub is kept up to date, regularly posting web and news stories on the feed to keep colleagues informed and reviewing and developing its effective use for internal communications with staff and Trustees.

Person specification

Essential skills

- A qualification and/or comprehensive experience of digital marketing and analytics.
- Excellent knowledge of digital platforms (social media and web), and opportunities to use these platforms to extend reach and engagement with our target audiences.
- Excellent communication skills, including strong copywriting and editing skills suitable for each digital platform.
- Keen to collaborate with others as part of a team.
- Creative skills for contributing new and innovative ideas.
- Excellent IT skills, with knowledge of Microsoft Office and digital channel management evaluation and analytics tools.
- Experience in using social media management platforms such as Hootsuite, Buffer or Sprout.
- Skills in data analysis and interpreting statistics.
- Organisational skills, with the capacity to prioritise and work across multiple projects.

Essential aptitude

- Highly self-motivated, attention to detail, keen to take initiative and take on responsibility.
- Ability to work flexible hours and a willingness to travel to events and meet colleagues in the field.
- An interest in the conservation of wild places and/or love of the outdoors and/or awareness of environmental issues.
- Empathy and commitment to the John Muir Trust's vision, mission and purpose.

Desirable skills

- Ability to shoot and edit basic video.
- Full, clean UK driving licence and car.

Other details

Type of contract:	Permanent
Hours:	Full-time. 35 hours per week
Salary:	Grade B Starting from £25,001
Pension:	5% employer contribution to a group auto-enrolment pension scheme
Reporting to:	Marketing and Communications Manager
Location:	Subject to discussion. Working from home possible though some travel to Pitlochry will be required.
Holidays:	34 days per year plus 2 'wild days' or 2 sustainable travel days

John Muir Trust standard terms and conditions of employment apply.

johnmuirtrust.org