|  |
| --- |
| **Job Description** |

Job Title: Communications Officer

Working Base: Working mainly from Home. Occasionally on sites across Wales, at our conservation projects, and also head office c/o National Botanic Garden of Wales, Llanarthne, Carmarthenshire.

Responsible To: Chief Executive Officer.

Responsible For: Volunteers and Contractors.

|  |
| --- |
| **Role Profile** |

The role of Communications Officer covers a wide remit and requires skills and experience in several communications related areas such as website management, social media, blogs and traditional media, including knowledge of the news industry.

The post holder will lead on developing and implementing communications strategies and assisting teams in creating content to achieve organisational goals and enhance INCC’s capability to influence public agenda and to build strong public support for its goals. The role will therefore have a significant internal and external impact on the organisation’s delivery and reputation.

|  |
| --- |
| **Role Responsibilities** |

* Champion effective communications throughout INCC’s work, including investigations, campaigns and nature conservation delivery. Lead the development and delivery of effective multi-platform communications strategies and tactics which are integrated across the organisation.
* Stay abreast of the latest trends in communications, traditional and online media, and identify opportunities to adapt INCC’s work accordingly.
* Seek and recommend communications opportunities for wider INCC conservation work.
* Coordinate effective internal communications, including task managing others and collaborating with staff and volunteers to increase visibility of INCC’s work in traditional and new media to enhance public support.
* Identify opportunities for proactive and reactive communications in traditional and new media.
* Prepare press events and public communications materials. Contribute to the creation of visuals and compelling stories to support communications plans and activities.
* Build and maintain relationship with traditional and new media. Maintain media contact database.
* Handle press inquiries and respond to public inquiries about campaign/investigation issues and other organisational matters. Build and maintain a sound general knowledge of all INCC’s work.
* Work with agencies, designers and vendors to produce content and creative tools for effective communications.
* Help coordinate revamping the INCC website and take a leadership role regarding its content, messaging, news pages and updates, look and feel.
* Act as INCC’s media spokesperson as required.
* Work with other team members to organise actions, activities and other events when needed, including community partnership events and Welsh Government Senedd events. Coordinate timing of events to have maximum impact.
* Advise campaign projects on their communication and/or supporter and engagement strategy.
* Carry out an ongoing evaluation of communications delivery and their impacts for wildlife in conjunction with team members.
* Take a leadership role in the development of an INCC blog, providing up to date information to supporters.
* Manage contractors as required.
* Coordination of INCC’s newsletters and increasing our reach and subscriber bases.

|  |
| --- |
| **Skills, Knowledge and Experience** |

* An understanding of how to achieve objectives through communications campaigns and PR techniques.
* Ability to communicate in a clear manner at all levels (written and verbally) to develop shared understanding.
* Ability to summarise complex information and provide impactful copy - e.g. through press releases, social media posts, blogs etc.
* Being able to persuade others and negotiate to reach agreement.
* Demonstrable experience of identifying and developing stories and messages from briefings or background information on a wide variety of topics.
* Working in or with the media to sell and/or tell stories.
* Ability to write to tight deadlines and work in a fast paced, often changing environment.
* Experience of website management systems e.g. wordpress and search engine optimisation.
* Experience of organising and running events.
* Experience of film editing and content creation.
* Multitasking.
* PR / marketing / journalism qualification (desirable).
* Experience working remotely across a widely distributed organisation (desirable).
* Knowledge of Welsh nature conservation/wildlife especially (desirable).
* Knowledge of key habitats and conservation issues in Wales (desirable).
* Experience working for/with an environmental NGO or voluntary sector organisation (desirable).
* Welsh language: courtesy level Welsh (essential), fluency (desirable)