



Job Description

Marketing and Communications Lead

(Head of Working with Communities maternity cover, ~12 months)

Reports to	CEO
Responsible for	Team management of the Working with Communities Team (four direct reports) and leading a step change in the Trust's external communications, marketing and events.
Location	Hybrid work at home and in the office based in Leatherhead with travel across the South East, particularly South London, Surrey and Kent.

The role

This role will continue to grow the profile and supporter base of the Trust. This is a maternity cover post for the Trust's existing Head of Working with Communities and will therefore act as the team leader. The role will support and supervise four different reports who each manage an area that contributes to the overall impact we have on communities in the south east including: volunteering, education, communications and key projects.

Because public support and interest has never been higher for the state of our rivers and the enormous pressures they face, the role will have a particular focus on building our external communications. National news is raising the profile of the different issues rivers face including sewage and other pollution, water scarcity, and flooding. It is essential that the Trust capitalises on this interest to raise awareness and support for our cause.

This role would suit someone with a broad background in charity work, particularly marketing, communications, events and fundraising. Previous experience of team management/line management is also required to coach, mentor and support staff to achieve their best. For the right candidate, there is the opportunity to represent WWC on the Senior Management Team, contributing to the strategic development of the Trust. We are happy to consider both full time and part time applications, as well as secondment opportunities.

About the Team

The Working with Communities Team is the external face of the Trust. Our ambition is to reach as many people as possible in the south east, to teach and show them the importance of rivers, and how everyone can play a part in restoring healthier, thriving rivers. We do this through a range of engagement opportunities from citizen science to guided walks to events to school education and digital marketing. The team has six members of staff bringing expertise from different fields such as communications, community outreach, volunteering and education. This role would directly line manage and coordinate four reports, building a happy and high performing team.

About the Trust

The South East Rivers Trust is an environmental charity bringing rivers and their catchments back to life. Working in 12 river catchments across the South East, the Trust connects communities and mobilises citizen scientists to educate and engage people on the importance of rivers, and supports and challenges stakeholders, businesses and individuals to protect them. The Trust uses data and evidence to target positive action and works with nature to make rivers healthy again. This includes tackling water pollution, addressing water scarcity, reconnecting rivers and restoring habitats. www.southeastriverstrust.org.

Working at the South East Rivers Trust is challenging, rewarding, fulfilling and busy; we work collaboratively and with passion, and this is reflected in our core values of: delivering high quality work, using expertise and scientific understanding, building good and effective relationships and bringing positive energy to all we do. If this sounds like an environment that you would thrive in, we would love to hear from you.

Key duties & responsibilities

Team management

- Direct line management of the following roles within the Working with Communities Team:
 - Volunteering and Engagement Officer
 - Education Development Officer (line manager of the Assistant Education and Engagement Officer)
 - Communications Officer
 - Plastics Project Manager (line manager of the Plastics Project Officer)
 - Contractors and volunteers as required.
- Ensure staff are effectively managed and supported through regular 1:1 meetings, setting and reviewing objectives, undertaking annual appraisals, identifying and implementing training and professional development needs.
- Support the Working with Communities Team in the ongoing development and delivery of the Trust's education and engagement strategy for communities, schools, families, and adults.
- Continued development of a strong and cohesive team, with high-performing and happy staff members.

Strategic communications management

- Develop and implement a marketing and communication strategy for the Trust, encompassing digital marketing, PR, brand and events.
- Lead strategic communications to drive the impact of our messaging, grow our profile and increase our supporter base.
- Support and mentor the Communications Officer in the strategic growth and development of the Trust's digital communication channels including social media, website and campaigns.

Fundraising

- Develop a fundraising strategy for the Trust; identifying new opportunities, developing existing relationships, and building corporate support and digital supporter donation journeys.

General duties

- Ensure team projects are delivered on time, to budget, evaluated and reported on appropriately.
- Work in accordance with SERT policies, paying particular attention to Health and Safety policy and contribute to the maintenance of a healthy and safe working environment.
- Any other duties as reasonably required including some out of hours work to support key events and conferences.

Person specification

Please keep this list of competencies in mind, together with the Trust's core values when completing your application. Knowledge, experience, skills and aptitudes will be assessed through the application process and at interview.

Requirements	Essential	Desirable
Training & Experience		
Experience of line managing a team, including coaching and mentoring people to achieve their best.	X	
Experience of working in a communications role for 3+ years.	X	
Experience of creating and managing a multi-channel communication strategy, measuring impact and success.	X	
Experience of working with the press and media, both local and national.	X	
Experience in planning and managing fundraising campaigns with a range of supporters from communities to corporates.		X
Track record of successful grant income from trusts and foundations.		X
Experience within the leadership team of a charity.		X
Knowledge & Understanding		
Strong understanding of the different digital media platforms and the way in which digital media can be used to deliver strategic priorities	X	
Understand the importance of brand recognition and how to develop and maintain a strong, impactful brand.	X	
Knowledge of the rivers in the South East of England and a solid understanding of the pressures they face.		X
Skills & Personal Attributes		
Highly developed written and oral communication skills, and an ability to identify, distil and convey key messages in a succinct and clear manner.	X	
Highly professional attitude, comfortable managing external stakeholders and partnerships, representing to a senior level.	X	
Excellent organisational skills.	X	
A strong passion for bringing rivers back to life and inspiring people to do the same.	X	
Miscellaneous		
Commitment to equality of opportunity.	X	
Happy to work occasional weekends and evenings when required.	X	
Current driving licence and vehicle which can be used for work purposes.	X	
Suitable, safe home working environment.	X	

Conditions of service

Salary: £35,000 to £40,000 depending on level of experience.

Contract period: Full time or 0.8 FTE, ideally starting 21st November 2022. This contract, as temporary maternity cover, will terminate upon the return of the employee on maternity leave, which we expect to be after 12 months. Secondment opportunities are welcome.

Pension: SERT operates a contributory pension scheme and will pay 9% of salary subject to a 6% employee contribution.

Homeworking and vehicle: The Trust operates a mix of home and office based working, with travel across the SERT area, and so you will need to be able to provide a suitable home working environment, with the Trust office located in Leatherhead. We will provide a laptop and mobile phone. We would prefer the post-holder to be based in the SERT area, but this is not an absolute requirement. A full driving license and access to your own vehicle is required.

Annual leave: Annual leave entitlement is 25 days plus public holidays, pro rata for part time.

Hours of work: The basic working week is 37.5 hours. Some evening or weekend work will be required for which time off in lieu can be taken. No overtime will be paid.

Right to work in UK: All applicants must have the right to work in the UK. We do not sponsor applicants from overseas.

Employee benefits

- Hybrid working and homeworking
- Flexible and part-time working opportunities
- Pension contribution of 9% salary, subject to 6% employee contribution
- Life Assurance cover with SERT's Pension Scheme
- Annual Cost of Living Adjustment Review (COLA)
- Enhanced leave policies including sickness and maternity
- Four staff away days per year
- Commitment to career development and training
- Free Employee Assistance Programme
- Wellbeing team, with trained Mental Health First Aiders
- Annual Staff Survey

Application process

At SERT we believe in equality of opportunity and positively encourage applications from suitably qualified and eligible candidates regardless of age, sex, race, disability, sexual orientation, gender reassignment, religion or belief, marital/civil partnership status, or pregnancy and maternity. We are committed to better reflecting society and the communities who use, need and enjoy our rivers within our workforce. We welcome requests for flexible working. All applications will be judged solely on merit.

Please email the following to jobs@southeastriverstrust.org:

- a completed Application Form for the relevant job role that you are applying for

- a completed Equality and Diversity Monitoring Form

The deadline for applications is Monday 26th September at 5pm with interviews taking place on 5th and 6th October, please get in touch if you are unable to make this date. If invited to interview, you will be asked to prepare a task for the interview panel.

If you would like to discuss the position please email jobs@southeastriverstrust.org, with your enquiry and we will arrange to call you back.

Applicant privacy policy

When submitting your application to us, it is important you are aware of what will happen to your personal data after the position is filled. Please download and read our Applicant Privacy Notice from the website.