

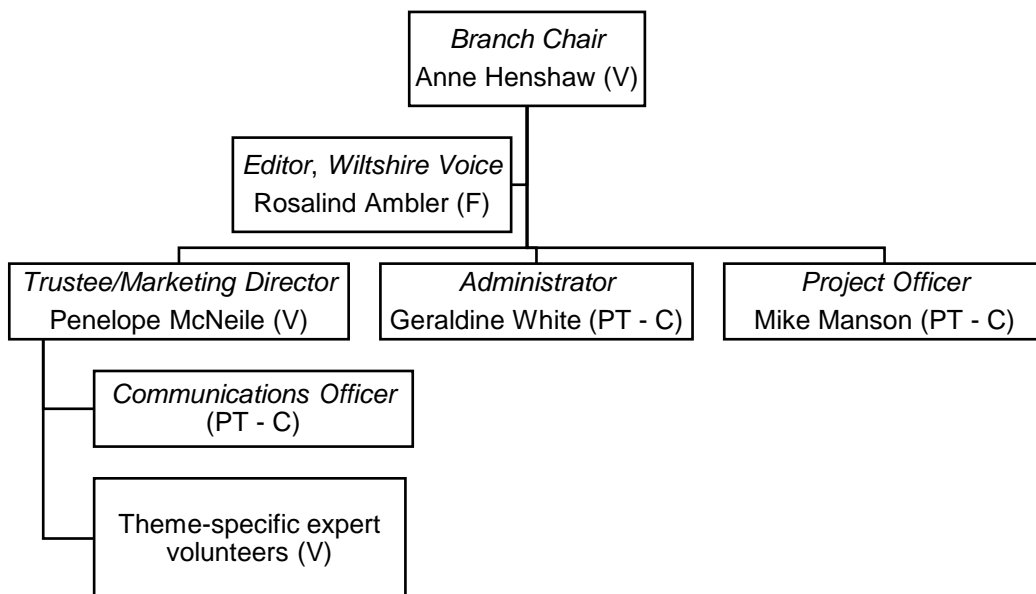


**JOB DETAILS: Communications Officer, Campaign for Rural England Wiltshire**

<b>Location</b>	Home-based, Wiltshire
<b>Travel limit</b>	Mostly home-based, travel up to 30 miles for events
<b>Opportunity type</b>	Part-time, 40% FTE role up to 64 hours/month, initial 6-month freelance contract
<b>Salary</b>	£28,000 p.a. <i>pro rata</i> <sup>1</sup>
<b>Reports to</b>	Marketing trustee
<b>Application details</b>	By <b>5pm on Monday 17 May 2021</b> : please send a CV and covering note explaining what you can bring to the role to <a href="mailto:penelope@cprewiltshire.org.uk">penelope@cprewiltshire.org.uk</a>

**CPRE Wiltshire**, the countryside charity, is looking to recruit an enthusiastic and proactive *Communications Officer* to implement its digital and public relations strategy, and stimulate engagement and media coverage to grow its membership within the county. You will build and nurture media contacts, place stories in print, social media channels and on the website and work with expert volunteers to support membership growth by ensuring information about our activities reaches the widest possible audience.

You will work closely with the Branch Chair, Anne Henshaw, and Marketing trustee, Penelope McNeile, as well as with the rest of the office team and volunteers within the structure below:



**Dimensions and job brief**

The overall requirement for this role is to support membership growth by improving **CPRE Wiltshire's** profile in the county. You will be able to make an immediate impact as you raise awareness of the issues we care about in all types of media and support our campaigns, all while refreshing your skills for your future career.

<sup>1</sup> As a freelance, pay excludes tax, NI, holiday pay, sick pay, pension



We therefore need someone with media experience to:

- Engage actively with CPRE Wiltshire's marketing and communications, working closely with the Chair and marketing trustee
- Contribute ideas to CPRE Wiltshire's ongoing *Marketing plan* as a member of the *Marketing Group*
- Manage CPRE Wiltshire's social media presence to meet strategic communications and membership growth objectives, with the occasional support of the office Administrator
- Manage CPRE Wiltshire's website to meet strategic communications and membership growth objectives
- Create and deliver the CPRE Wiltshire media plan, working closely with the Chair/Planning Group on planning issues, freelance media consultant Sharon Goble and a team of occasional volunteer subject experts to identify appropriate stories, photographs etc
- Reach out to local media to secure coverage in partnership with Sharon Goble
- Write our regular members' e-newsletter
- Increase followers and engagement and translate these into membership

### **Required knowledge/skills**

#### **Knowledge**

- Social media management
- Website management
- Knowledge of countryside initiatives, especially relating to sustainability, rural life, planning

#### **Skills**

- Skilled user of Microsoft Office software
- Excellent copywriting skills and journalistic instincts
- Excellent verbal communication skills, able to present complex ideas effectively and provide information to key stakeholders as needed
- Excellent influencing skills, ability to engage effectively with people at all levels
- Excellent personal and interpersonal skills to enable effective team working
- Able to work confidently under pressure while paying attention to detail
- Strong problem-solving skills and creativity

#### **Experience**

- Experience of marketing, communications and social media management
- Experience of converting engagement into sales
- Experience of working with journalists, selling stories to media outlets
- Experience of creating and driving communications for a charity
- Efficient at ensuring tasks are completed on time and to budget
- Experience of working independently within a small charity

#### **Working relationships**

- Support – Chair of Trustees, Marketing trustee, theme-specific groups
- Leadership – volunteers, willingness to train up other staff eg in digital media skills
- Engagement – media, members, volunteers, trustees