

Job Description

Digital communicator for community engagement

Location: Linklater Pavilion, Railway Lane, Lewes BN7 2FG

Responsible to: CEO

Hours: 0.5FTE, 17.5 hours per week

Pay: £28000 pro rata plus pension contributions at 6%

Contract: 12-month contract, with further extension dependent on funding



Railway Land Wildlife Trust (RLWT)

We are a small, agile charity bringing Nature and Community together – to benefit both. We are based on a local nature reserve in the heart of Lewes with a wonderful Eco-building designed to support life-long learning.

We are a team of eight who collectively deliver and lead our “nature with community” projects; including ecologists, lifelong learning and community engagement practitioners. We have a cohort of freelancers and an amazing, passionate army of volunteers who embody the role of the community in nature.

Our project work includes practical conservation and habitat creation, young people engagement and support, traditional crafting, wildlife discovery, wellbeing in nature walks, school visits, holiday clubs and much more.

We strive to be bold, with imaginative and inspirational approaches. We are disruptive enough to bring about a culture shift in our relationship with nature and how we link human and natural resilience in the face of climate change challenges.

At our heart is improving the wellbeing of Nature and the Community

For more information about our work, please visit our website www.railwaylandproject.org

Digital Communications for community engagement Role

Wanted - A tech savvy, nature loving, producer of creative communications

We know we have a gap on our team. We want to raise our game in how we use digital communications to engage with our community and to promote our work and projects.

Are we a match? Read on to find out what we’re looking for ...

Main areas of responsibility

- Work with the CEO to prioritise Communication Activities
- Be curious and learn about the work of the trust and create compelling narratives around the work of colleagues and the organisation
- Proactively drive communication and campaigns for the trust

- Create and manage a comprehensive “communications calendar” – which includes all project events, some partner events, volunteer calls, newsletters, general engagement etc
- Create or amend content including sourcing images ensuring we have permission to use
- Edit simple wildlife and community video content appropriate for posting
- Manage, post to and monitor our Social Media feeds – with a clear strategy
- Write regular digital newsletters that are sent to the appropriate segments of our subscribers – and ensuring they don’t get duplicate emails
- Be aware of when to encourage donations – and when to do so will damage engagement
- Respond quickly and proactively when colleagues need help to communicate on their projects
- Be the “go to” person for proof-reading and editing before publishing
- Act appropriately and follow good practice and policies as laid out in the Employees Handbook.
- Ensure a practical working understanding, and comply at all times with, the principles and details of Data Protection legislation – particularly as it applies to our holding of personal data

Person Specification

The successful candidate will be an adaptable team player who can give tangible examples of the following skills and experience:

1. Designing, producing and publishing engaging communications, tailored to multiple audiences in order to grow engagement
2. Collaborating with a team of colleagues to understand the purpose of projects, progress made and opportunities for community and volunteer engagement
3. Utilising technologies including Mail Chimp, Social Media Management Platforms such as Buffer, Publishing Software, simple photo and video editing for digital publishing, and have an aptitude to learn more as they become available
4. Choosing the best technology to reach a particular audience demonstrating awareness of adjusting the communication style and content to fit the technology
5. “Segmenting” the audience community and really understand why and how they engage with the organisation.
6. Monitoring and collecting data and information on the success of the communication
7. Creating and managing a communications calendar, prompting (and sometimes cajoling) peer level colleagues to provide ideas and copy in a timely manner.
8. Demonstrating attention to detail and pride in error free communications
9. Demonstrating judgement and openness to input and critiquing of your work
10. Enhancing and protecting the brand and reputation of the organisation

We will also be interested in how and where you engage with nature and your community

To apply, please download and complete the form that can be found here, and send it to Helen Meade at helen@railwaylandproject.org Please also contact Helen at this email address if you would like to arrange to have an informal conversation about the role.

Closing date for applications: 30 June 2024

Dates for interview: 4 July 2024