

# Digital Engagement and Communications Assistant

---

**Responsible to:** TBA.

**Location:** Hybrid – office at Sculthorpe Moor, Norfolk NR21 9GN (Monday or Tuesday) -based and flexible/remote working as agreed for other hours.

**Working pattern:** 2/3 days per week (options available depending on organisational need and time of year)

**Office hours:** 08:00 – 16:00

**Contract:** Permanent

**Salary:** £25,500 pa (full time equivalent) pro rata

- £10,200 per annum for 2 days per week
- £15,300 per annum for 3 days per week

## Purpose of the Role

The Digital Engagement and Communications Assistant will support the planning, promotion and delivery of the Trust's public events programme, while leading on digital / social media engagement and online communications.

The role will strengthen audience reach, improve consistency and quality of digital content, and support membership growth and retention through enhanced communications.

## Key Responsibilities

### 1. Public Events Support

- Support the planning and development of the annual public events programme in collaboration with the Senior Education and Engagement Officer and Outreach and Conservation Ranger.
- Assist with organisation and administration of events, particularly during peak spring and summer periods.
- Contribute to developing new event ideas and formats to broaden audience appeal.
- Assist with events as and when required.

### 2. Events Promotion and Marketing

- Lead on promotion of the events programme across digital and print channels.

- Coordinate the creation and distribution of promotional materials including posters, leaflets and online listings.
- Identify and develop new promotional routes, including local media, event listing websites and external venues.
- Support evaluation of event reach and attendance.

### **3. Social Media Management**

- Plan, create and schedule regular social media content across platforms including Facebook, Instagram, Blue Sky and YouTube.
- Ensure a minimum posting frequency across platforms.
- Monitor social media channels daily and respond promptly, particularly during the breeding season.
- Work flexibly to respond quickly to emerging stories and time-sensitive updates.

### **4. Website and Digital Content**

- Update the website with news articles, wildlife features and event information.
- Research and write engaging conservation-focused articles for public audiences.
- Input and manage content using the Trust's Content Management System (CMS).

### **5. Digital Communication with Members and Audiences**

- Produce quarterly e-newsletters and monthly wildlife updates.
- Write, collate and edit content for members' magazines and digital editions.
- Work collaboratively with staff and volunteers to gather content.

### **6. Collaboration and Team Working**

- Work collaboratively with all staff and volunteers across the Trust on social media and articles for publication.
- Attend planning meetings and contribute ideas across events, education and outreach activity.

## **Person Specification**

### **Experience & Skills**

- Proven experience of managing social media platforms and creating engaging digital content to raise awareness and inspire support for conservation causes.
- Strong written communication skills, with experience of writing clear, accurate, and compelling content, including conservation-related articles, news stories, or educational materials.
- Experience using a Content Management System (CMS) to update and manage website content efficiently and accurately.
- A good degree of computer competency, including confidence in using standard office software, digital collaboration tools, and online platforms.

- Ability to plan, produce, and adapt content across a range of digital channels to support public engagement, education, and fundraising objectives.
- Experience of working with images, video, or simple design tools for digital communications.

## Working Style & Personal Attributes

- Ability to work effectively as part of a small, committed team, contributing ideas and supporting colleagues, volunteers, and partners.
- Flexible and adaptable approach to work, with the ability to manage changing priorities and respond positively to new opportunities.
- Strong organisational skills, with good attention to detail and the ability to meet deadlines.
- Enthusiasm for wildlife conservation and a clear commitment to the aims and values of the Hawk and Owl Trust.

## Desirable Criteria

- Experience working within a conservation, environmental, wildlife, or charity sector organisation.
- Experience supporting public engagement activities, campaigns, events, or outreach programmes through digital and online channels.
- Basic understanding of digital analytics, audience insights, or performance monitoring tools to help evaluate and improve content.
- Familiarity with bird conservation, raptors, or wider biodiversity issues.

## Notes

- Please note this application is subject to a DBS check, therefore a full employment history is required.

## Application Process

To apply for this role, candidates must submit the following via the Trust's online application form, available on the Trust website:

- **A current CV** providing a full employment history with **no employment gaps**. This is required as the post is subject to a DBS check.
- **A handwritten personal statement** explaining why you are applying for the role and what you would bring to the position. This must be written in your own handwriting, then scanned or photographed clearly and uploaded as part of your application in either a word or pdf format.
- **A sample of your work** relevant to the role (for example, written content, digital communications, social media posts, or design work).
- **Details of two references**, one of which must be **work-related**. Please note that **references will only be contacted if an offer of employment is made**.

All documents and information must be uploaded and submitted using the **Trust application form on the website**. Applications submitted by email or post will not be accepted.

Please ensure that all required information is provided, as incomplete applications will not be considered.

**Closing dates for applications: Sunday 8<sup>th</sup> February 2026.**