

PUBLIC RELATIONS, SOCIAL MEDIA & PUBLICATIONS OFFICER

Candidate Pack – January 2023



**Hawk and
Owl Trust**



Hawk and Owl Trust

Public Relations, Social-Media & Publications Officer

WELCOME

The Hawk and Owl Trust is a national UK charity (1058565) founded in 1969 and is dedicated to conserving owls and birds of prey in the wild and increasing knowledge and understanding of them.

We create and manage nesting and roosting sites and advise on feeding habitats for birds of prey; carry out practical research; and welcome visitors to our wildlife reserves in Norfolk and Somerset, education centres and outreach projects.

Governance of the Trust is by a board of 8 Trustees who meet four times per year. A Chief Operations and Executive Director oversees the day-to-day running.

We are looking for an exceptional Public Relations, Social Media and Publications Officer to join our team and help us to realise our plans for the Trust over the next few years. Our new Officer will play a vital role in helping us to develop a communications strategy and content, to engage and inspire new and existing audiences to take action for the future of birds of prey and their habitats. You'll join a small but dynamic team, and we'll do everything we can to help you succeed. This role offers a real chance to participate in the continuing development of the organisation and provide a vital role in the protection of these magnificent birds, as well as supporting a charity to achieve transformational impact.

If this sounds like the sort of challenge that excites and energises you, we can't wait to hear from you. Together we can make a valuable contribution to protecting these birds, their habitats and their future.



Adrian Blumfield

Chief Operations Director

Hawk and Owl Trust

Public Relations, Social-Media & Publications Officer

JOB DESCRIPTION

JOB TITLE:	Public Relations, Social Media and Publications Officer
LOCATION:	Sculthorpe Moor Nature Reserve - Norfolk
POSITION TYPE:	Full-time (37.5 hours per week, with weekend and evening working as and when required) Office hours (08.00 – 16.00)
SALARY:	£24,000 - £26,000 per annum including pension
START:	April/May 2023

The successful applicant will be responsible for the Trust's relationship and reputation with the public and the local community using social media, events and our website. The applicant will be responsible for preparing all social media, marketing material and website content and producing, editing and writing the Trust's member magazine and newsletters.

We are looking for a communication professional with an aptitude for digital content creation and storytelling. You will already have experience coordinating social media content and public relations and the ability to produce and edit quality articles to engage target audiences and inspire action.

MAIN RESPONSIBILITIES

- In conjunction with the Chief Operations Director (COD), develop and implement a social media and website content plan and then update it every quarter
- Deliver monthly and quarterly updates to the Chief Operations Director
- Identify target customers
- Set clear objectives agreed with the COD
- Implement campaigns to increase membership across the Trust
- Maintain consistent visual design to meet the current Trust branding requirements
- Develop a solid content strategy i.e.
 - a. What makes the Trust unique?
 - b. Target customers, what are their interests, concerns and issues?
 - c. Why should they become a member?
 - d. How can the Trust interest non-members?
- Develop and plan a promotion strategy to increase brand awareness and memberships
- Engage with target audiences
- Agreed and monitor the Trust's KPI's
- Development of brand awareness and online reputation
- Manage the content of all social media and websites.
- To generate, edit, commission and publish on an annual basis:
 - a. Two copies of the Peregrine magazine, distributed to our Trust membership
 - b. Two copies of the Adopt a Box newsletter
 - c. Four newsletters per year distributed to our Sculthorpe & Shapwick Supporters

DUTIES

Manage social media marketing campaigns and day-to-day activities, including:

- Develop relevant content topics to reach the Trust's target customers.
- Create, curate, and manage all published content (images, video, written and audio/podcast).
- Monitor, listen and respond to users in a "Social" way while cultivating leads and sales.
- Develop and expand community and educational outreach efforts.
- Working with our membership officer to develop campaigns to promote membership throughout the Trust, including our Adopt a Box scheme.
- Oversee design (i.e., Social media graphics for Facebook cover, profile pic, thumbnails, ads, landing pages, Twitter profile, Blog, etc.).
- Design, create and manage promotions and social ad campaigns, ensuring integration with the company's overall marketing campaign plan and channels.
- Monitor online reviews and respond to each review timely and with care.
- Analyse key metrics and tweak strategy as needed.
- Compile reports for management showing results (ROI)
- Become an advocate for Trust in social media spaces, engaging in dialogues and answering questions where appropriate.
- Demonstrate ability to map out a comprehensive social media marketing plan. Drive strategies that are proven by testing and metrics.
- Develop organisational elements to implement a proactive process for capturing happy, loyal customer online reviews.
- Monitor trends in social media tools, applications, channels, design and strategy.
- Implement ongoing education to remain highly effective.
- Identify threats and opportunities in user-generated content surrounding the company. Report notable hazards to appropriate management.
- Analyse campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media, content marketing, SEO and social advertising campaigns.
- Monitor effective benchmarks (Best Practices) for measuring the impact of social media campaigns. Analyse, review, and report on the effectiveness of campaigns to maximise results.
- Attend relevant events, fairs and conferences as directed
- Write and commission informative articles
- Answer phone calls from journalists, responding to their questions

Hawk and Owl Trust

Public Relations, Social-Media & Publications Officer

- Check the press office's email inbox for media enquiries
- Write press releases
- Phone or email journalists to try to interest them in the organisation's press releases and feature ideas
- Monitor media coverage and prepare regular evaluation reports
- Attend press conferences or interviews with the organisation's spokespeople
- Advise senior staff members on written responses to the media
- Proof-read and, if necessary, rewrite media and staff statements
- Meet journalists and foster good relations with the media
- Be on call to deal with any urgent media enquiries in any format during evenings or weekends
- Coordinating significant projects and campaigns, including being responsible for when film crews and production units are on site
- Produce background briefings and prepare spokespeople for interviews, and coordinate media interviews and filming requests
- Attend and brief staff, volunteers and trustees at any public exhibition
- Identify and exploit PR opportunities to maximise the Trusts conservation work, from news to feature items to relevant, targeted sector-specific media
- Crisis Communications - Ensure any negative coverage is swiftly and effectively responded to, including the production of holding and position statements before any media interest
- Measurement and evaluation of all PR activity.
- Maintaining media database with key media contacts
- Coordinating incoming media requests for photo calls, PR support, events, etc.
- Supporting local groups at shows & exhibitions where required.
- Key internal contact for researching and communicating reserve news and developments and circulating position statements to relevant personnel and Trustees
- Production and delivery of our annual report for the AGM, twice-yearly publication of our member's magazine, the Peregrine, AAB News, including background research, interviews, print quotations and fulfilment

QUALIFICATIONS AND EDUCATION

- Possesses knowledge and experience in the field of conservation PR, social media and publications. A marketing / social media/communications degree/qualification is welcomed but not essential if the applicant can demonstrate relevant work experience.
- Demonstrates creativity and documented immersion in social media.
- Proficient in content marketing theory and application.
- Experience sourcing and managing content development and publishing.
- Exhibits the ability to jump from the creative side of marketing to the analytical side, demonstrating why their ideas are analytically sound.
- Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, Pinterest etc.) and how each platform can be deployed in different scenarios.
- Has excellent writing and language skills.
- Experience and knowledge of social media relevant to the Trust.
- Displays the ability to communicate information and ideas in written and video format effectively.
- Excels at building and maintaining relationships, online and off.
- Can deliver items on time.
- Is a team player with the confidence to take the lead and guide other employees when necessary (for example, content development, creation and editing of content, and online reputation management).
- Makes clear technical articles, so they are easy to understand. Can adapt and use up new tools and technology quickly.
- Can demonstrate Social Media Customer Service skills such as empathy, patience, advocacy, and conflict resolution.
- Possesses an ability to identify potential negative or crisis situations and apply a pragmatic approach to mitigate issues.

SKILLS AND ABILITIES

- Excellent handwriting and copywriting skills, ability to position posts and articles relative to the target audience
- Flexible approach - able to adapt to turn around requests and react to situations quickly
- Good communication skills – able to work with a broad cross-section of both internal and external contacts
- Web and printed matter savvy & persuasive – able to “sell in” stories on the maximise coverage
- Highly motivated and organised – able to manage a varied workload to tight deadlines
- IT Skills – Comfortable with Microsoft Office applications, Adobe, and Joomla CMS

ADDITIONAL NOTES

- The ability to inspire and motivate others.
- To set and manage priorities.
- To work as part of a team
- To foster good working relationships with trustees, staff, volunteers, members and the general public.
- Creative and innovative approach to problem-solving.
- Efficient organisation of project work, including delivering on time and within budget.
- Ability to work proactively and independently and be self-motivated
- Candidates will be required to show a knowledge of the Trust, its activities and birds of prey

OBJECTIVE TARGETS

- Assist in the production of the Trust's social media and media policy
- Maintain effective PR and media coverage throughout the duration of projects
- Develop the Trust's social media presence both locally and nationally
- Increase the number of social media followers by 10% (annually)
- Increase web traffic to the site by 10% (annually)
- Generate 250 new memberships through the website (annually)
- Produce magazines and newsletters for members, meeting agreed on deadlines

How to Apply

Please send your up-to-date CV and a short cover letter (maximum two pages) telling us what you will bring to this role and why you want to work for the Hawk and Owl Trust.

Applicants should also enclose at least two work samples of work demonstrating their ability to deliver the required standard for this position.

Please submit your application preferably by:

- Email to: admin@hawkandowltrust.org.uk

Or post:

- Hawk and Owl Trust, Turf Moor Road, Sculthorpe, Fakenham, Norfolk NR21 9GN
marked for the attention of A Blumfield – Operations Director (Private & Confidential)

Closing date: Sunday 12th February 2023

First interviews: Date to be advised – March.