

## Campaigns & Communications Manager

Job Description & Person Specification (August 2020)

**Salary range:** £32–34k per annum, pro-rata

**Hours of work:** Part-time, three or four days per week.

**Contract type:** Permanent.

**Based:** Initially home-based with occasional days in CNP's central London offices.

**Job purpose:** Reporting to the Chief Executive, the post holder will develop and deliver high-quality communications and campaigning activity to raise the charity's profile and deliver our strategic objectives. The role will also work with colleagues to support and deliver communications to supporters, including individual members and member organisations, and help expand our supporter base.

### JOB DESCRIPTION

#### Main responsibilities and accountabilities

- To lead the development and delivery of an integrated communications and campaigns strategy, in partnership with the Chief Executive, Policy and Research Manager, and Fundraising and Partnerships Officer, to support the organisation's objectives.
- To lead development and delivery of our media relations and to manage media enquiries.
- To lead development and delivery of our digital communications, including our website, social media channels and other communications, in order to expand our online communities.
- To support the Chief Executive to develop our relationships with parliamentarians and other stakeholder organisations to raise awareness of key issues and support campaigning activity.
- To work in partnership with the Policy and Research Manager to develop key messages and briefings to ensure consistency and maximise the impact of our campaigns.
- To work in partnership with the Fundraising and Partnerships Officer to develop and deliver our communications to supporters and donors and develop our fundraising income.
- To lead the content development and production of publications and materials, including *Viewpoint*, our biannual members' magazine, and the annual Impact Report.
- To lead the organisation of events as required, such as the Park Protector Awards.
- To develop relationships and work in partnership with other organisations on joint communications and campaigning activity.
- To support the Chief Executive with other communications and campaigning tasks, such as communications with our member organisations, preparation of briefings and presentations, and other tasks as required.

**Other responsibilities**

- To represent and promote Campaign for National Parks and its work positively in all internal and external dealings.
- To attend as appropriate and participate in internal meetings of the organisation, including staff meetings, organisational meetings and away days.
- To undertake any other duties commensurate with the post as deemed appropriate by the Chief Executive.
- To ensure that the organisation's equal opportunities and diversity policies are applied in the work of the post holder.

**Working hours**

The role is part-time (three or four days a week). The role will involve periodic travel within the UK and occasional flexibility to work outside office hours.

**PERSON SPECIFICATION****Essential**

- Experience of developing and delivering multi-channel communications plans designed to achieve measurable outputs and outcomes.
- Experience of building relationships with journalists and creating eye-catching and impactful stories for different types of media.
- Experience of developing content for and managing websites and online communications, and using social media to develop and expand online communities.
- Experience of using analytical tools to target campaigns for specific audiences and measure impact.
- Experience of working in the public policy arena and/or engaging with public affairs audiences.
- Excellent oral and written communication and numeracy skills and a confident presenter.
- Experience of producing materials and publications and liaising with designers and suppliers.
- Good computer skills including Word, Excel and Outlook.
- Demonstrable evidence of interest in the environmental sector.

**Desirable**

- Experience of organising receptions and events.
- Experience of producing members' magazines and internal communications.
- Knowledge of current environmental policy debates and developments.
- Experience of working in multi-functional teams and partnerships with other organisations.

- Experience of the not-for-profit sector as an employee or a volunteer.
- Experience of delivering member / supporter acquisition or development campaigns.
- Experience of using Drupal and MailChimp.

**Personal qualities**

- A strong commitment to the National Parks and the charity's vision and mission.
- A self-starter, able to work independently, take own initiative and manage own time and work.
- A team player who enjoys working in a small, dynamic team.
- Creative, energetic, resourceful and quick to spot opportunities.
- Flexible, adaptable and responsive to changing priorities and circumstances.
- Attention to detail and ability to deliver to deadline.
- Ability to manage multiple projects simultaneously.
- Ability to build relationships and rapport at all levels.

**To apply, please send your CV and a supporting statement of two pages maximum, explaining your interest and relevant experience, to [info@cnp.org.uk](mailto:info@cnp.org.uk) by 6pm on Tuesday 1 September 2020. Applications without a supporting statement will not be considered.**

Shortlisted candidates will be notified by 7 September 2020. Interviews will take place via Zoom in mid- to late September.

We are very sorry that, due to limited resources, we are not able to provide feedback to candidates who have not been shortlisted.

***Strictly no agencies, please.***