



JOB DESCRIPTION

Communications Officer

£28,000-30,000 per annum (or pro-rata). One-year fixed-term contract.

This is a new role for Campaign for National Parks and we hope it will become a permanent part of the team if it proves successful and sustainable.

Reports to: Head of Development

Home based. Candidates should live within reasonable commutable distance of London for quarterly meetings.

Full time (35 hours per week) or part-time - we are open to hear what working arrangement suits you.

About Campaign for National Parks:

Campaign for National Parks is the independent voice for National Parks in England and Wales. Our mission is to inspire action for wilder, inclusive National Parks.

Our organisation has a proud history, dating back to campaigning for the creation of National Parks. If you want to help us develop the next chapter of our story to save some of the world's most awe-inspiring places, Campaign for National Parks wants to hear from you.

We recognise that National Parks and the environment sector are under-represented by people from ethnic minority and low-income backgrounds, LGBTQ+ and disabled people and we want to change that. We want to change that and warmly welcome applications from people from all backgrounds. We can offer support with the recruitment process (including reasonable adjustments) to ensure everyone can apply on an equal footing. If you would like support, please contact recruitment@cnp.org.uk

About the role:

The purpose of this role is to lead on delivery of social media content and support other communications to deepen relationships with our audiences and reach new people; helping more people connect with, enjoy and take action for National Parks.

You will play a hands-on role in creating engaging content across Campaign for National Parks' channels, with a particular focus on social media, email, website and fundraising communications. Working closely with the Communications Manager and Head of Development, you will help turn our communications strategy and fundraising priorities into clear, compelling content.

This new role will sit within the Fundraising and Communications team. You will lead much of our day-to-day social content, create and source stories that celebrate the joy and importance of National Parks and help deliver communications for campaigns, appeals,

events, projects and partnerships. You will also support regular emails, fundraising appeals and *Viewpoint*, our members' magazine.

We're looking for someone great at telling a story - you'll be as comfortable crafting engaging copy as you are speaking to camera. You'll also be organised, digitally literate and willing to roll up your sleeves and get stuck in.

Although this is primarily a remote role, candidates who would prefer a hybrid arrangement could have access to hot-desking facilities at our London office. For home-based colleagues, reasonable travel expenses to London meetings and visits to National Parks will be covered.

Areas of work:

Communications and content

- Leading on delivery of day-to-day social media content for Campaign for National Parks with the oversight of the Communications Manager; creating, scheduling and posting engaging content that grows our reach, celebrates the joy and beauty of National Parks and inspires people to take action.
- Create and curate short-form video, visual assets and reactive content for social channels, working with colleagues, Ambassadors, partners and influencers to gather strong stories, images and ideas.
- Work closely with the Communications Manager to turn the communications strategy into engaging day-to-day content across social media, email, website and print.
- Be a brand ambassador, ensuring all communications reflect Campaign for National Parks' brand and values
- Write, create and update content for the website including webpages, news stories and blogs.
- Support the Communications Manager with the delivery of communications for our advocacy campaigns, research reports, programmes, projects and events.
- Source content and build regular emails using Mailchimp, helping to grow our audiences and inspire action. This includes our youth newsletter and members' emails.
- Help ensure our communications are accessible, inclusive and well moderated, including responding to social media comments where appropriate.
- Help maintain strong email lists and supporter data, working carefully with Mailchimp, Beacon CRM and internal processes.
- Support in monitoring and reporting on performance across digital channels.

Fundraising communications and supporter engagement

- Work with the Head of Development to translate fundraising priorities into compelling communications.
- Support communications for fundraising appeals, membership recruitment and legacy giving across digital and print channels.
- Help communicate the impact of supporters' generosity through warm, clear stories that deepen relationships and encourage further support.
- Use insight from campaign results and audience reporting to improve fundraising messages, calls to action and supporter journeys.

- Act as Assistant Editor for *Viewpoint*, Campaign for National Parks' members' magazine, working closely with the Head of Development as Editor.

Partnership, insight and team collaboration

- Proactively gather, commission and edit content from colleagues, trustees, Ambassadors, partners and people connected to National Parks, turning their stories and insights into strong communications.
- Support the Communications Manager with making and maintaining positive relationships with communications colleagues at our partner organisations.
- Provide communication support to key events, including the National Park Protector Awards.
- Be a positive and proactive member of our team, contributing to shared objectives across policy, campaigning, programmes and projects, and fundraising.

Essential skills and experience:

- Organisation and initiative – you are highly organised with the ability to manage multiple projects, prioritise competing deadlines, reach out to the right person for more information and take ownership of your work.
- Social media content creation – you have strong instincts for what works on social media and can create engaging content for different platforms. Planning, scheduling, posting and responding appropriately to comments.
- Excellent copywriting, research and storytelling skills – you are a talented storyteller with the ability to write engaging copy across a range of channels, adapting your tone and style to suit different audiences, on a range of topics, which need to be accurately researched
- Confident communicator – you are comfortable representing Campaign for National Parks, whether writing content, speaking to camera, interviewing supporters or attending events and partner meetings.
- Adaptability and team collaboration - able to work flexibly across shared team objectives, to support each other and galvanise action for great communications.
- Relationship building – you enjoy working with people and building positive relationships with colleagues, supporters, partners and stakeholders.
- Digital confidence – you are very comfortable using digital tools and willing to learn new systems including Mailchimp, Beacon CRM and our website.
- Aptitude for fundraising communications – you are able to understand what motivates people to give, join or take action, and keen to develop warm, persuasive supporter communications.
- Positive attitude – you've got a willingness to try new ideas, take suggestions and feedback and roll up your sleeves to get the job done.
- Passion for National Parks - willingness to travel to National Parks in England and Wales.
- Social Justice - experience and/or a good understanding of social justice and ability to support wider organisational action on equity, diversity, inclusion and anti-racism.

Other skills that will be important in the role over time - you don't need these now, but we do want to hear from candidates who are keen to develop in these areas with our support:

- Communications analytics and reporting
- Editorial skills
- Brand management
- Fundraising communications
- Media and PR skills

Our values are integral to everything we do and modelling these through your work will be vital:

- Courageous & bold
- Collaborative & inclusive
- Constructive & dynamic
- Credible & trusted

Our benefits:

- ✓ Flexible working - work/life balance is really important to us and everyone in our team has a flexible working arrangement so that our work fits in with our lives.
- ✓ Home and hybrid working – the Campaign for National Parks team is based across the UK, with occasional travel to London, Cardiff and National Parks.
- ✓ Holiday Entitlement – 25 days year with an additional day per year of service up to 30, plus bank holidays and Christmas closure days
- ✓ Pension – enhanced employer contribution (5%), with salary sacrifice scheme
- ✓ Training and support provided
- ✓ Independent wellbeing, personal, workplace and financial advice from our Employee Assistance Programme.