



Role Description

Communications Officer

Responsible To: Head Engagement

1. Role Purpose:

To carry out and assist with specific communications and public engagement duties and functions, to support the day-to-day delivery of Manx Wildlife Trust's (MWT's) strategy, to **'protect and enhance our environment, create more spaces for wildlife, and inspire people to act for nature.'**

2. Role Responsibilities:

2.1 Core Responsibilities – Digital Communications:

- **MWT Website:** On-going development and maintenance of the MWT website, ensuring the website is the core of MWT digital communications. Produce quarterly statistics on website traffic.
- **Social Media:** Development and delivery of MWT's annual Social Media Plan, which currently is through: Facebook, X (formerly Twitter), Instagram, and LinkedIn. Produce quarterly statistics on SM engagement.
- **Content Creation:** Creation of varied digital content for use in all MWT digital channels.
- **Direct Communications:** Telephone and face to face contact with MWT members and prospective members. Dealing with enquiries from website and social media. Production and sending of e-newsletters, to distribute key information and messages.
- **Manx nature Magazine:** Assist with the creation and distribution of the members newsletter produced twice a year.
- **Member Engagement:** Help to attract, recruit, and manage new and existing members through various communication channels Assist with the planning and delivery of informational events and help to recruit new members.
- **Support MWT Staff/Volunteers:** To enable them to produce content and communicate their work.
- **Interpretation:** Assist with the development and maintenance of information and interpretation (in all its forms) at all MWT sites.
- **Visitor Engagement:** Help develop engagement, donation, and retail functions at MWT sites

2.2 Wider Responsibilities:

- Monitor compliance with MWT's policies, procedures, and guidelines, together with all relevant regulatory and statutory requirements, including Health & Safety legislation.
- Represent MWT at events and meetings within the remit of the role, including TWT Meetings.
- Actively promote and demonstrate a commitment to best practice in equality & diversity.
- Actively participate in the MWT staff appraisal and development scheme, suggesting to the Head of Engagement, and undertaking when appropriate, professional development / training.
- Always demonstrate the professional behaviours expected of all staff employed by MWT.
- Perform other reasonable duties and projects as directed by the MWT Head of Engagement.

3. Duration, Working Hours and Salary (see Staff Handbook and Contract):

The role is part-time amounting to three days (22.5 hours) per week, with flexibility around when the role is carried out, to be agreed with the MWT Head of Engagement. Some weekend and evening work will be required for specific events. The role will have a permanent contract subject to successful completion of a 6-month probation period.

The role is based at our Head Office at 7-8 Market Place, Peel, IM5 1AB but it will be necessary to work elsewhere in the Island, including the two MWT Nature Discovery Centres and Douglas. There is an annual leave entitlement, which must be booked through the line manager. In house training will be provided.

The salary for the role is at the Band-C Officer Grade (Full-Time equivalent to £26,502 per annum for a 37.5 hour week), which equates to £15,901.20 for a 22.5-hour week. You will also receive an additional 5% pension contribution after successful completion of a 6-month probation period. Overtime is not paid, and additional hours will be taken as time off in lieu (TOIL) as agreed with the Head of Engagement.

You receive 15 days annual leave per year, plus Bank Holidays, and an additional three days for the Christmas week (when our office is closed).

4. Person Specification:

4.1 Technical Competencies:

	Essential	Desirable
Ability to update websites and use social media in various forms.	√	
Excellent working knowledge of software: Microsoft Office & Desktop Publishing.	√	
Knowledge of online content creation platforms like Canva and Squarespace	√	
Digital content creation, including videos and photography.		√
Ability to operate a procurement system and maintain accurate financial records		√
High level of literacy and numeracy	√	

4.2 Behavioural Competencies:

Competency	An ability to:	Essential	Desirable
Planning & Organising	Plan and manage work to meet given objectives. Ability to solve problems.	√	
Communication	Communicate professionally in a variety of ways. Strong inter-personnel skills	√	
Precision	Work precisely and professionally	√	
Embracing Change	Initiate and develop administration/project systems. Striving for continuous improvement.	√	
Motivation	Self-motivated, high levels of enthusiasm, with ability to be flexible, and manage own time and priorities	√	
Delivering Services	High performance culture in all work. Tack, diplomacy, initiative, confidentiality, and discretion.	√	
Teamwork	Enjoyment of teamwork. Ability to work to the values and principles of Manx Wildlife Trust.	√	
Projecting Confidence	Represent MWT well/professionally. Champion the work of MWT.	√	

4.3 Experience:

Demonstrates a track record of:	Essential	Desirable
Communicating effectively using a range of approaches	√	
Working effectively in collaboration/partnership with the public		√
Collating information, preparing, and presenting reports		√
Interest in wildlife conservation, The Wildlife Trusts, and support for our goals	√	
GDPR Data protection and safeguarding		√

4.4 Qualifications

	Essential	Desirable
Appropriate qualifications in communications, conservation or related field		√