



Job Description

- Job Title:** Head of Communications & Marketing
- Job Purpose:** To raise the public profile and visibility of RBST by maximising opportunities that enable the Trust to achieve strategic objectives in The Way Forward.
- The Head of Communications & Marketing will be responsible for the development and co-ordination of:
- communications
 - marketing, merchandising activities and event management
 - fund-raising
 - membership development
- Responsible to:** Chief Executive
- Responsible for:** Support Group & Membership Services Officer
Merchandise Officer

PRINCIPLE RESPONSIBILITIES

Communications:

Devise and implement well-targeted and innovative communication strategies to publicise and coordinate all aspects of RBST work, externally and internally. This will be achieved by:

- **Public relations:** manage communications with RBST members, Support Groups, Approved Conservation Centres, the general public, MPs and MEPs. This will be achieved through different methods including the RBST website, intranet, printed publications, presentations, shows and events.
- **Media communication:** secure high profile and focused publicity through local, regional, national and specialist media, sourcing, writing and coordinating media releases. Be the principal source of information about RBST for the media. Set up and manage media databases. Establish positive working relationships with key journalists. Set up and manage media monitoring and evaluation processes.
- **Crisis communications:** Coordinate and implement a plan to cover media relations, communications with Approved Conservation Centres and Support Groups, members and Council in the event of crises such as Foot and Mouth Disease and Avian Influenza.
- **Internal communications:** facilitate and manage effective processes for two-way communication with RBST staff, volunteers and trustees, this includes development and maintenance of the intranet. Promote information exchange both internally and externally.
- **Corporate identity:** ensure correct and consistent use of the RBST logo and brand in all publications and promotional material across RBST including the website, the Approved Conservation Centres and Support Groups.
- **Publications:** manage production of The Ark magazine, educational and promotional publications to budget and on time. Manage production of display material used by RBST, the Approved Conservation Centres and Support Groups. Manage the development and maintenance of the RBST website, ensure it is consistently attracting new visitors and all pages are up to date, and develop links with appropriate organisations.

- **National Library:** with the conservation staff, ensure the National Library is developed as a centre of learning, education and research.
- **Government and international relations:** provide support to the Chief Executive and Chairman driving forward positive and beneficial relationships with Government civil servants and MPs throughout the UK, and European Commission officers and MEPs.

Marketing, merchandise and event management:

- Develop and implement a marketing strategy for RBST.
- Develop and implement a new merchandising strategy.
- Supervise the merchandising activity to ensure that good quality products are sourced and marketed.
- Plan and develop a programme of shows and events including coordination of all activities and RBST staff/volunteers associated with them.
- Support Approved Conservation Centres and Support Groups with promotional material and merchandise as required.

Fund-raising:

- Devise and implement a fund-raising strategy and plan.
- Ensure that the fund-raising activities of support groups are managed and co-ordinated. Coordinate the production and distribution of fund-raising material.
- Research and pursue fund-raising and sponsorship opportunities.
- Maximise the media and public relations opportunities from funders and sponsors supporting RBST activities.

Membership development:

- Conduct membership research.
- Devise and implement a membership recruitment campaign using market research analysis.
- Generate proactive public relations to recruit and retain members and volunteers.

General responsibilities:

- Attend Council meetings as required
- Report monthly to the Chief Executive on key objectives, and contribute to the Chief Executive's report to the Council.

PERSON SPECIFICATION

Technical and personal skills:

- Significant communications, marketing and fund-raising experience gained, preferably, in the voluntary sector.
- Self motivated, energetic and able to work under pressure.
- Effective communication skills – the ability to relate to, and interact with, RBST members and the general public.
- Experience in designing and implementing public relations and media strategies.
- Experience and expertise in dealing with the media and maximising opportunities.
- Ability to organise and motivate staff and volunteers.
- Ability to organise and prioritise workload and deliver to agreed deadlines.
- Ability to manage a budget and make sound commercial judgements.
- A motivational and supportive management style.
- Good networking skills and sense of humour.
- IT literate: experienced at creating and delivering presentations and managing websites.
- A current driving licence and willingness to travel frequently within the UK.