

Role Summary

Job title:	Communications & Giving Lead
Location of job:	Hybrid working – home based with regular working in SRT Head Office, Martley, Worcester and travel around the Severn catchment area.
Post holder reports to:	Head of Community Engagement
Salary:	£30,900 – £35,000 per annum
Position type:	2 Year Fixed Term, with intention to extend subject to funding
Working arrangements:	Full-time role (37.5 hours per week) with a flexible working approach. 28 days Annual Leave plus bank holidays. We welcome applications from candidates looking to work part-time in this role.
Additional benefits:	9% employer pension contribution A generous home working package, including mileage reimbursement from your home address for all travel requirements plus monthly home working allowance. Two additional days annual leave awarded after two years' service

Overall purpose of the job

The Communications & Giving Lead is an exciting new senior role at the trust, reflecting our ambition to develop our external communications and establish new charitable giving mechanisms that will enable us to grow our impact.

There is great local interest in rivers, and although we are a small charity, there is scope for us to become a household name, a reliable and trustworthy source of information and *the* leading voice in regional and even national river conservation. You will be at the forefront in helping us achieve this.

You will lead in developing and implementing a concise clear communications strategy identifying target audiences and priority actions that will enable us to transform our communications. You will develop our promotional materials and pursue new, innovative marketing opportunities that enable us to build brand awareness and wide support for our work. You will manage our digital communications and ensure regular content is shared that will inspire people and encourage interaction and debate. You will design and lead fundraising campaigns to garner support from local people and businesses to generate new sources of revenue to help us deliver our charitable objectives.



Our Challenge

The Severn is the longest river in the United Kingdom, stretching 220 miles from its source in the Cambrian Mountains in Powys Wales, through the counties of Shropshire, Worcestershire and into Gloucestershire to the iconic estuary. The culture and economies of the historic settlements across the catchment have been intertwined with the river through commercial navigation, fishing, water supply, and trade. Today, the Severn's rivers, including important tributaries such as the Teme, the Stour and the Warwickshire Avon, continue to play an essential role in supporting wildlife, wellbeing and economies of the region.



Our freshwater environments are in trouble like never before. The pressures are seemingly endless – sewage pollution, agricultural run-off, habitat loss and major weather events including drought and flooding are all threatening irreversible destruction of our freshwater ecosystems.

Despite the enormity of the challenge, it's not too late.

Do you want to be part of the river Severn's recovery?

Our Team



Our work is organised across the following four divisions:

- Operations Team
- Development Team
- Community Engagement Team
- Finance and Administration Team

Our staff have an intimate understanding of the River Severn and its tributaries. We're proactive and hands on, working with farmers, land managers and communities to deliver ecological restoration at a local level, with catchment-wide impacts.

Our mission is **a healthy, resilient River Severn for everyone**, and we strive to achieve this by delivering ambitious programmes of work across the following strategic themes;

💧 Restoring our rivers

- Removing barriers to fish migration to reconnect river habitat.
- Renaturalising our rivers through works such as remeandering and installing woody debris.

💧 Recovering our land

- Advising farmers to encourage the adoption of regenerative agriculture practices.
- Restoring and creating habitat mosaics at a catchment scale including; wetlands, riparian woodlands and floodplain meadows.

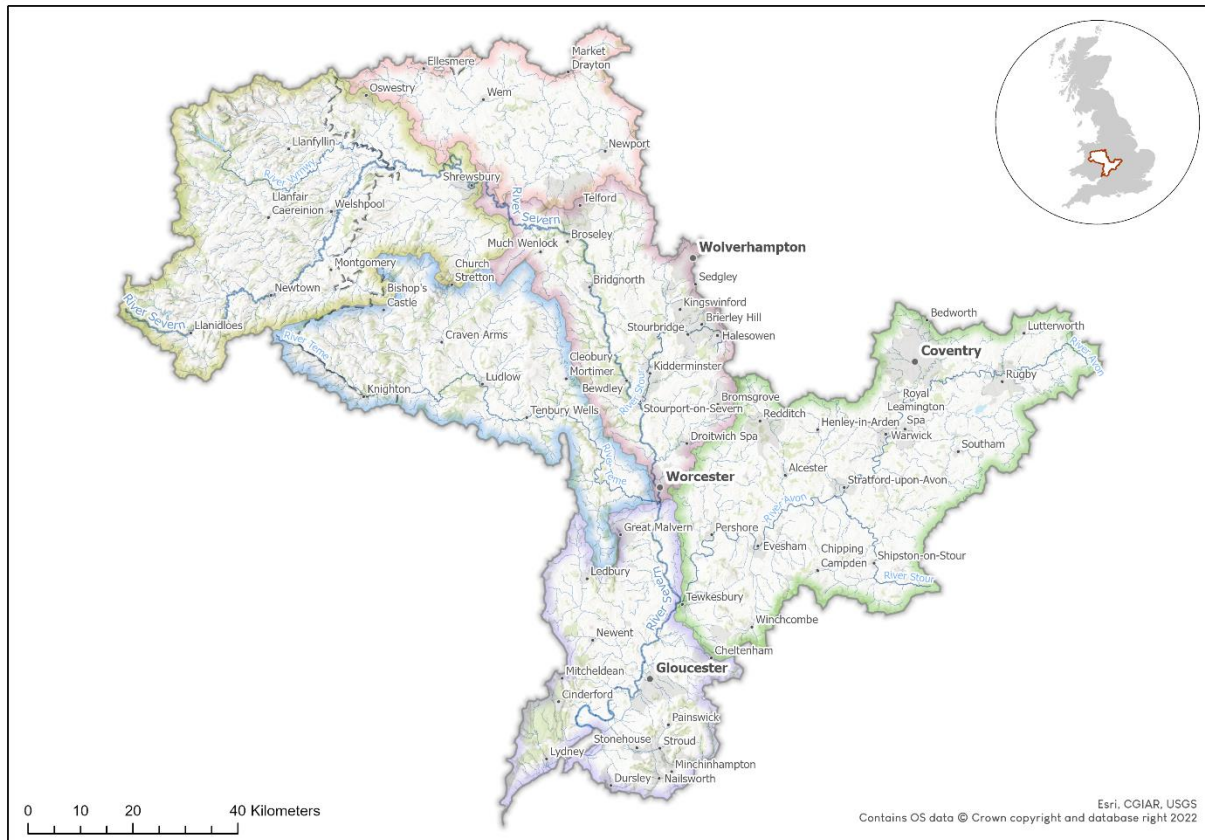
💧 Empowering our communities

- Mobilising volunteers to take action for their local water environment through citizen science monitoring and practical conservation opportunities.
- Establishing inspiring learning programmes to upskill and empower the next generation of river guardians.





Our Working Area



The role will mainly work from home, with regular meetings at our head office in Martley, Worcester. We are keen for the Communications & Giving Lead to travel around our working area regularly too, to meet our team and see project delivery on the ground so that you can identify good news stories and ensure these are incorporated into our wider communications.



Role Purpose

Communications & Marketing

- Lead the development of a concise clear communications strategy identifying target audiences and priority actions for the short and medium term. Ensure a good level of staff buy-in with this strategy.
- Build a professional, friendly and respected Severn Rivers Trust brand to help us stand out and gain support from local people, partners and funders.
- Manage our digital communications including social media, website and mailing lists.
- Work with our operational staff to identify good news stories and prepare material such as press releases, blogs and social media posts to help us raise the profile of our work and impact for rivers.
- Develop new, innovative marketing approaches to promote the Trust's brand and the services offered by our consultancy arm, Severn Rivers Ecology.

Fundraising Campaigns

- Lead on the delivery of 'individual giving' priorities outlined in our business plan.
- Work with our staff team to devise themed biannual appeals campaigns to support our core costs, and project deliver targets.
- Prepare and launch a fundraising toolkit to encourage people to get involved with fundraising as individuals or community groups.
- Create promotional materials and new ideas for engaging businesses with corporate sponsorship and nature investment.

Personal Skills

- Bring energy and enthusiasm to the role, so that our staff team, volunteers and wider supporter base feel inspired and empowered to be part of our journey.
- Represent Severn Rivers Trust with professionalism, diplomacy and clarity when advocating for our work with members of the public, journalists, businesses, and other partners.
- Build our reputation with new and existing audiences, and introduce rivers to a wider range of people.

Other Duties

- In addition to the above you will play a key role in the Severn Rivers Trust team helping to deliver our strategic objectives.
- Prioritise health and safety and wellbeing. Take responsibility for yourself, as well as the needs of others (e.g. participants, volunteers and colleagues).
- Support in establishing a workplace culture where staff are motivated to come to work, capable of performing to their highest standard and comfortable being themselves.



Person Specification

Skills and Experience	Essential	Desirable
Passion for rivers, wildlife and nature conservation (please note that no technical expertise in conservation is required for this role).	✓	
Experience developing communications strategies; identifying target audiences and key messages, setting objectives and putting plans into action.	✓	
Success in leading fundraising activities for charities or other good causes.	✓	
Able to identify unique interesting and fun coms opportunities that will engage and inspire people, and have a wide appeal.	✓	
Intimate understanding of digital marketing tools including social media, websites and e-newsletters, with ideas for how to use these effectively.	✓	
A creative approach, able to make the most of limited budget and staff resource to deliver exceptional communications.	✓	
Confidence in handling sensitive or emotive topics in a calm and measured manner.	✓	
Able to manage and prioritise a demanding workload independently with high levels of self-motivation and enthusiasm.	✓	
Commitment to supporting Severn Rivers Trust in becoming more diverse and inclusive in our community engagement and environmental work.	✓	
A full UK driving license, with access to a personal vehicle insured for business purposes. Able to travel regularly to remote sites to gather content that will communicate the work of Severn Rivers Trust.	✓	
Design experience, able to produce high quality coms materials (e.g. printed and digital promotion, branded merchandise, short films etc.)		✓
Experience building support from local journalists, media outlets and VIP stakeholders (e.g. celebrities, MPs, campaigners etc).		✓
Experience designing and leading high-profile campaigns.		✓
Experience managing or mentoring junior members of staff and/or volunteers.		✓



Application Process

For further information or to discuss this post please contact Alice Fallon, our Head of Community Engagement

For emails enquiries: alice.fallon@severnriverstrust.com

To chat or WhatsApp: 07719 020949

Deadline for applications: **Midnight Sunday 23 June**

Interview date: Week commencing Monday 01 July

To apply for this role please forward a CV and Cover Letter to recruitment@severnriverstrust.com.

Your CV should be no longer than 2 A4 sides and should present all of your relevant work history, education and training.

Your cover letter should be no longer than 2 A4 sides, and should summarise how your skills and experiences enable you to meet the requirements of this position, as set out in the Role Requirements and Person Specification sections of this job description.

We will respond to all applicants with an email message to confirm receipt. Unfortunately, we cannot offer feedback on candidates who do not reach the interview stage.



Thank you for your interest in this role with Severn Rivers Trust!