



# Job Description

## Communications and Engagement Manager

(Head of Working with Communities maternity cover, ~12 months)

<b>Reports to</b>	CEO
<b>Responsible for</b>	Team management of the Working with Communities Team (four direct reports) and leading a step change in the Trust's external communications and marketing.
<b>Location</b>	Hybrid work at home and in the office based in Leatherhead with travel across the South East, particularly South London, Surrey and Kent.

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### The role

Healthy rivers are essential for people and nature but they are on the brink of collapse, under threat from pollution, habitat loss and water scarcity.

The Trust seeks a talented Communications Manager to reach as many people as possible in the south east, showcasing our work in the best way to influence and inspire positive change. We have incredible projects to share, but we need you to help us show them at their best to the right audience.

You will lead and manage the Working with Communities (WWC) Team – the external face of SERT covering volunteering, education, communications and community outreach. Whilst you will be responsible for all these areas supported by an expert team, you will provide strategic leadership for external communications. You will develop the Trust's Communication Strategy covering how we promote and share the positive impact of our work and reach influencers and decision makers.

The ideal candidate is someone who's a strong team leader, bursting with creative ideas and experienced in marketing, brand and digital communications. For the right candidate, there is the opportunity to represent WWC on the Senior Management Team, contributing to the strategic development of the Trust. We are happy to consider both full time and part time applications, as well as secondment opportunities.

### About the Team

The Working with Communities Team is vital the Trust's vision of healthy rivers for all. We inspire lifelong stewardship for rivers by getting people of all ages to experience, enjoy and understand rivers. We work directly with local communities running engaging volunteer events, crucial citizen science work, inspiring outdoor education and targeted outreach activities.

### About the Trust

The South East Rivers Trust is an environmental charity creating healthy, thriving rivers for people & wildlife in the south east of England. We work with nature, employing nature based solutions wherever possible, to restore rivers and their catchments. We enhance habitat, improve water quality and work to restore flows by taking a whole ecosystem approach. We target our action based on data and evidence so that we know we're making the right difference in the right place. Wherever we can, we work with local communities and partners to inspire others to love the environment as much as we do and to work together to restore it.

Working at the South East Rivers Trust is energetic, rewarding and fulfilling. We work collaboratively and with passion, and this is reflected in our core values of: delivering high quality work, using expertise and scientific understanding, building good and effective relationships and bringing positive energy to all we do. If this sounds like an environment that you would thrive in, we would love to hear from you.

## Key duties & responsibilities

### Team management

- Direct line management of the following roles within the Working with Communities Team:
  - Volunteering and Engagement Officer
  - Education Development Officer (line manager of the Assistant Education and Engagement Officer)
  - Communications Officer
  - Plastics Project Manager (line manager of the Plastics Project Officer)
  - Contractors and volunteers as required.
- Ensure staff are effectively managed and supported through regular 1:1 meetings, setting and reviewing objectives, undertaking annual appraisals, identifying and implementing training and professional development needs.
- Support the Working with Communities Team in the ongoing development and delivery of the Trust's education and engagement strategy for communities, schools, families, and adults.
- Continued development of a strong and cohesive team, with high-performing and happy staff members.

### Strategic communications management

- Develop and implement a marketing and communication strategy for the Trust, encompassing digital marketing, PR, brand and events.
- Lead strategic communications to drive the impact of our messaging, grow our profile and increase our supporter base.
- Support and mentor the Communications Officer in the strategic growth and development of the Trust's digital communication channels including social media, website and campaigns.

### Fundraising

- Develop a fundraising strategy for the Trust; identifying new opportunities, developing existing relationships, and building corporate support and digital supporter donation journeys.

### General duties

- Ensure team projects are delivered on time, to budget, evaluated and reported on appropriately.
- Work in accordance with SERT policies, paying particular attention to Health and Safety policy and contribute to the maintenance of a healthy and safe working environment.
- Any other duties as reasonably required including some out of hours work to support key events and conferences.

## Person specification

Please keep this list of competencies in mind, together with the Trust's core values when completing your application. Knowledge, experience, skills and aptitudes will be assessed through the application process and at interview.

Requirements	Essential	Desirable
<b>Training &amp; Experience</b>		
Experience of line managing a team, including coaching and mentoring people to achieve their best.	X	
Experience of working in a communications role for 3+ years.	X	
Experience of creating and managing a multi-channel communication strategy, measuring impact and success.	X	
Experience of working with the press and media, both local and national.	X	
Experience in planning and managing fundraising campaigns with a range of supporters from communities to corporates.		X
Track record of successful grant income from trusts and foundations.		X
Experience within the leadership team of a charity.		X
<b>Knowledge &amp; Understanding</b>		
Strong understanding of the different digital media platforms and the way in which digital media can be used to deliver strategic priorities	X	
Understand the importance of brand recognition and how to develop and maintain a strong, impactful brand.	X	
Knowledge of the rivers in the South East of England and a solid understanding of the pressures they face.		X
<b>Skills &amp; Personal Attributes</b>		
Highly developed written and oral communication skills, and an ability to identify, distil and convey key messages in a succinct and clear manner.	X	
Highly professional attitude, comfortable managing external stakeholders and partnerships, representing to a senior level.	X	
Excellent organisational skills.	X	
A strong passion for bringing rivers back to life and inspiring people to do the same.	X	
<b>Miscellaneous</b>		
Commitment to equality of opportunity.	X	
Happy to work occasional weekends and evenings when required.	X	
Current driving licence and vehicle which can be used for work purposes.	X	
Suitable, safe home working environment.	X	

## Conditions of service

**Salary:** £35,000 to £40,000 depending on level of experience.

**Contract period:** Full time or 0.8 FTE, ideally starting 21<sup>st</sup> November 2022. This contract, as temporary maternity cover, will terminate upon the return of the employee on maternity leave, which we expect to be after 12 months. Secondment opportunities are welcome.

**Pension:** SERT operates a contributory pension scheme and will pay 9% of salary subject to a 6% employee contribution.

**Homeworking and vehicle:** The Trust operates a mix of home and office based working, with travel across the SERT area, and so you will need to be able to provide a suitable home working environment, with the Trust office located in Leatherhead. We will provide a laptop and mobile phone. We would prefer the post-holder to be based in the SERT area, but this is not an absolute requirement. A full driving license and access to your own vehicle is required.

**Annual leave:** Annual leave entitlement is 25 days plus public holidays, pro rata for part time.

**Hours of work:** The basic working week is 37.5 hours. Some evening or weekend work will be required for which time off in lieu can be taken. No overtime will be paid.

**Right to work in UK:** All applicants must have the right to work in the UK. We do not sponsor applicants from overseas.

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## Employee benefits

- Hybrid working and homeworking
- Flexible and part-time working opportunities
- Pension contribution of 9% salary, subject to 6% employee contribution
- Life Assurance cover with SERT's Pension Scheme
- Annual Cost of Living Adjustment Review (COLA)
- Enhanced leave policies including sickness and maternity
- Four staff away days per year
- Commitment to career development and training
- Free Employee Assistance Programme
- Wellbeing team, with trained Mental Health First Aiders
- Annual Staff Survey

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## Application process

At SERT we believe in equality of opportunity and positively encourage applications from suitably qualified and eligible candidates regardless of age, sex, race, disability, sexual orientation, gender reassignment, religion or belief, marital/civil partnership status, or pregnancy and maternity. We are committed to better reflecting society and the communities who use, need and enjoy our rivers within our workforce. We welcome requests for flexible working. All applications will be judged solely on merit.

Please email the following to [jobs@southeastriverstrust.org](mailto:jobs@southeastriverstrust.org):

- a completed Application Form for the relevant job role that you are applying for

- a completed Equality and Diversity Monitoring Form

There is no deadline for applications. We are accepting applications and will assess each on a rolling basis in the order they come in.

If you would like to discuss the position please email [jobs@southeastriverstrust.org](mailto:jobs@southeastriverstrust.org), with your enquiry and we will arrange to call you back.

### **Applicant privacy policy**

When submitting your application to us, it is important you are aware of what will happen to your personal data after the position is filled. Please download and read our Applicant Privacy Notice from the website.