



**Communications Manager
February 2015**

Starting salary	£32,500 pro rata
Hours	22.5 per week
Terms	Part time position; initially for one year
Location	89 Albert Embankment, London, SE1 7TP
Reporting to	Director

Job description

Wildlife and Countryside Link (Link) is a coalition of 45 non-governmental organisations in England concerned with the conservation and protection of wildlife and the countryside. Taken together, our members have the support of over 8 million people and employ over 11,000 staff.

Working within a small but dedicated team, this post has been created to help Link deliver the communications element of our new five year strategy. The post-holder will be instrumental in shaping the future of Link's communications over the coming years. They will support Link's Director and trustees in developing and implementing a communications strategy that will ensure Link maximises its effectiveness in building relationships, delivering powerful messages and engaging its members and other stakeholders.

Candidates must have a strong communications background with experience in campaigning, stakeholder engagement, PR and broader communications. Charity or public sector experience is a real advantage. This exciting new role is an excellent opportunity to make a significant contribution to the effectiveness of a small but highly influential charity.

We would welcome applications for a secondment arrangement with a non-governmental organisation or public body.

Main responsibilities

- Support the Director and trustees in developing and implementing a communications strategy for member organisations and other stakeholders
- Plan and coordinate high impact and influential Link campaigns
- Develop a programme of targeted, high impact external events
- Establish a programme of member-led horizon-scanning and planning workshops
- Establish and deliver a communications training programme for Link staff
- Support staff and members to develop key advocacy messages and engage the media
- Develop a new web site

The above statements are intended to describe the general nature and level of work relating to this post and are not intended to be an exhaustive list of all responsibilities, duties and skills required. The duties of this post may be subject to adjustment from time to time and the post holder will be expected to carry out any other reasonable tasks required in furtherance of Link's wider objectives.

Person specification

- A strong background in communications, public affairs, media and stakeholder engagement in the public or charity sector
- A highly effective communicator in all forms of media, with the ability to engage positively at all levels
- A proven track record in understanding and delivering integrated communications strategies, including mapping key audiences and developing an effective tailored multi-channel communication plan for each
- An in-depth understanding of policy making, politics and the environment in which Link operates
- Excellent interpersonal skills, including an ability to inspire confidence and trust, build effective relationships, develop networks and support others to do the same
- Confidence to represent Link externally, for example with other non-governmental organisations, parliamentarians, Government officials and Ministers
- The ability to make strategic connections, horizon scan for risks and opportunities, and to explore innovative ways of working
- Effective in prioritising and delivering competing demands, and providing strong leadership skills, including a commitment to developing other people
- An understanding of, and a commitment to, the natural environment

Applications

To apply for this position, please submit a completed application form and covering letter to Dr Elaine King, Director, Wildlife and Countryside Link, at elaine@wcl.org.uk by 10am on Monday 9th March 2015.

An application form can be downloaded from www.wcl.org.uk/jobs

Interviews will be held in London in the weeks commencing 16 and 23 March 2015. Skills and ability testing will form part of the selection process.