

Job Description – Communications Officer at Creekside Education Trust

Job Title	Communications Officer
Salary	Gross Salary - £30,000 per annum, pro rata as per below
Days of work	3 days per week proposed, flexible working feasible
Hours of work	15 hours per week
Responsible to	Creekside Education Trust Manager
Type of contract	Two Year Fixed Term Contract w/ potential for permanent role
Probationary period	Three months
Annual Leave	22 days, + bank holidays & Christmas closure (Dec. 27 th -31 st)
Based at	Creekside Discovery Centre, Deptford, SE8 4SA, with flexible working by arrangement

Creekside Education Trust

Creekside Education Trust is a local nature conservation and outdoor education charity, operating from our Creekside Discovery Centre on the banks of Deptford Creek. We are a small team yet since our inception in the early 2000s we have had a large impact. We manage some of the most diverse habitats, terrestrial and intertidal, in central London and since 2002 over 50,000 people – from the ages of 8 to 80 – have had the experience of wading in Deptford Creek at low tide. During this time many more people and organisations have engaged with Creekside through a variety of ways, from events and activities to collaborative projects and ecological consultation. Through all of what we do, our purpose is to inspire people to connect with the wonder of urban wildlife.

We do this through:

- Delivering and enabling informed nature conservation management for resilient local habitats
- Providing and enabling lifelong learning for all through adventurous, hands-on activities
- Collaborating and connecting with partners and communities to grow the reach of our work
- Ensuring the sustainability of Creekside through diverse income streams and exciting projects
- Engaging volunteers to join Creekside in achieving all parts of our mission

Our team of staff, volunteers and trustees are all passionate about our work and believe that we can grow the reach of our impact. The Creekside Discovery Centre is a fun and friendly place to work and we're looking for new people to join our team and mission. This role is an exciting opportunity which will involve working closely with the whole Creekside team – staff, volunteers and trustees – giving someone a great chance to celebrate and promote everything that we do and stand for.

Job summary

We are looking for a creative and enthusiastic individual who is passionate about communicating what we do with a growing, diverse set of communities and partners. The Communications Officer will be a key member of our small team, responsible for enhancing Creekside's visibility and engagement with a wide variety of stakeholders. The role involves developing, owning and implementing a communication strategy and plans for our mission to inspire people to connect with the wonder of urban wildlife.

The Communications Officer will be responsible for our communications strategy and plans, delivering them through managing our social media channels, website, and other communication platforms, ensuring that our content is engaging, informative, and consistent with Creekside. They will create and curate content that highlights our activities, achievements and the uniqueness and importance of our work, reaching a diverse audience that includes local residents, schools, funders, corporate partners, statutory organisations and potential supporters. We envisage a 25:75 split between the strategy/ planning and delivery elements of the role.

In addition to the above, the role will also include some coordination and support of our outreach activities and events, as well as collaboration on various projects. The Communications Officer will also play a supporting role to engage with communities and stakeholders, building strong relationships and partnerships that further our mission.

Key tasks and responsibilities

- Developing and owning the annual marketing and communication strategy - responsible for understanding the strategic goals of Creekside and translating these into communications plans to attract and engage different audiences with Creekside.
- Development of a channel plan to maximise Creekside communications effectiveness and engagement for our different audiences. Ensuring a regular cadence of appropriate, creative and engaging content across the relevant channels.
- Monitor, analyse and respond to the effectiveness and impacts of different communications interventions, both quantitatively and qualitatively
- Collaborate with team members on content creation and to ensure consistent messaging and branding in accordance with Creekside policies and external partner/ project agreements
- Support proactive engagement with our stakeholders – from individuals and communities to corporates and statutory organisations - to build strong relationships and partnerships through articulating and promoting Creekside's unique values and work
- Support planning and delivery of Creekside events and activities, at times out of normal office hours
- Assist the Creekside manager and leads with communications tasks required for regular delivery of core activities and additional project development, management and reporting
- Assist the Creekside manager
 - to work with the Creekside Board of Trustees on relevant matters
 - to prepare communications reports, presentations and Creekside's external documentation
- The above list is not exclusive or exhaustive, and you may be required to undertake such other duties as may reasonably be required.

Person Specification

Experience

Essential

- Proven experience in a communications role demonstrating ownership and proactive monitoring of communications strategies and plans
- Experience of managing communications projects/ campaigns within defined timescales
- Successful working with a variety of external stakeholders to deliver agreed outcomes and outputs
- Professional qualification, or similar, in the field of Marketing or Communications
- Work or volunteer experience in conservation and/or education and/ or charitable sector

Desirable

- Familiarity with urban environmental issues and community engagement practices
- Working as part of a small and effective team, and with volunteers

Skills

Essential

- Excellent written and verbal communication skills, including adaptability for different audiences
- Strong presentational skills and ability to promote Creekside to individuals and external audiences
- Ability to understand nuanced contextual information and communicate it in easy to understand and balanced messaging
- Excellent understanding of social media platforms and digital marketing
- Ability to create engaging content for various audiences and desired outcomes
- Highly organised and strong project management skills
- Strong proficiency with Microsoft Office suite, plus fast-learner with other/ online software
- Time management awareness and initiative to anticipate work demand conflicts and priorities
- Ability to successfully work autonomously and as part of a small, enthusiastic team

Desirable

- Knowledge, skills and experience in graphic design and creative content software, such as Canva
- Experience in event planning and coordination

Personal Attributes

- Desire and ability to maintain awareness of emerging communications trends and techniques
- A keen problem solver who looks for proactive opportunities to improve and enhance our communications activity
- Methodical in your approach with high attention to detail
- Great interpersonal skills, with an ability to build and maintain strong working relationships
- Interested in resolving problems or working with uncertainty towards a successful outcome
- A desire to learn about what we do and support the whole Creekside team
- A belief and commitment in the purpose of Creekside and a passion for creatively communicating it