

**Job Title:** Communications and Marketing Manager  
**Reports To:** Head of Comms and Marketing  
**Salary:** £33,000-£36,000 DOE  
**Terms:** Permanent 36 hours p/w  
**Location:** Based in Birchwood, Warrington/Hybrid working

## BACKGROUND

The Communications and Marketing Manager will work closely with the Head of Comms and Marketing and the wider team to tell the story of what we deliver for the communities who live and work around our sites, and how we can assist numerous public and private sector clients with the long-term management of their green space. This exciting post will involve close working with Land Trust colleagues, managing agents, partners and external stakeholders across the country.

You will have at least five years' experience in working in communications and marketing. You will be confident managing projects and campaigns independently and will also have a flexible 'can do' approach.

## ROLES & RESPONSIBILITIES

### General

- Support and implement the organisation's Marcomms strategy on a day-to-day basis
- Drive brand relevance, consistency and engagement across all touchpoints
- Plan and co-ordinate activities to support an increase in the profile of the Land Trust, whilst also maintaining and growing the organisation's reputation with key audiences
- Play a key part in the roll out of the new brand identity including managing and prioritising the backlog of signage requests and ensuring the look and feel is developed in a consistent way.
- Day-to-day responsibility for management of third-party relationships with suppliers including design and videography
- Build strong working relationships with colleagues across the organisation, to engage their support for communications initiatives
- Manage workload of 0.5 days a week internal resource, plus line management responsibilities in the medium-term future.

### Corporate comms

- Support roll out of new branding on all touch points.
- Provide significant written and visual input on annual review document, including gathering images
- Provide website updates including the production of a site maps, website copy review and ongoing page updates

Registered Office: 7 Birchwood One, Dewhurst Road, Birchwood, Warrington WA3 7GB

 +44 (0)1925 852005  [enquiries@thelandtrust.org.uk](mailto:enquiries@thelandtrust.org.uk)  [www.thelandtrust.org.uk](http://www.thelandtrust.org.uk)

The Land Restoration Trust trading as the Land Trust. A Company Limited by Guarantee.

Company Registration No: 5077263, registered in England & Wales. Registered Charity No: 1138337. Office of Scottish Charity Regulator No: SC043833

### **Site comms**

- Provide expert advice and guidance to colleagues and Managing Partners on the implementation of all marketing assets including signage, social media, posters and media requests.
- Lead on supporting the production of on-site branding, including site signage and interpretation boards
- Identify and lead on opportunities to promote sites and our charitable outcomes on a regional and national level via media, social media and awards
- Sign off Managing Partner content where appropriate
- Manage the production of marketing materials to support the Managing Partners' Awards including award certificates, video, programme booklet and other marketing assets.

### **Service charge comms**

- Responsibly for the management of new site marketing materials including welcome letter and packs
- Working closely with Head of Comms, responsible for writing reactive residents' letters on request
- An active Zendesk user, responsible for stepping in to support Customer Services during periods of team absence. Also to support on enquiries which could result in reputational risk

### **Internal comms**

- Implement internal comms strategy on a day-to-day basis
- Collate, write and distribute the monthly all staff email
- Maintain relevant pages of the intranet
- Work with SLT on surveys and forms

### **Marketing and Business development**

- Manage the creation and delivery of marketing assets to support conferences, including managing agency relationships
- Lead and develop marketing materials to support the business development team including promotional booklets and branded tenders
- Demonstrate market and competitor awareness and articulate the Land Trust's USPs within wider comms
- Communicate internally any external factors or industry news which may have influence or impact on the Land Trust

### **Media and social media**

- Write and lead social media strategy, plus day-to-day management and implementation, including the development of campaigns

- Seek opportunities to develop proactive press releases which enhance the reputation of the Land Trust
- Work closely with the Head of Comms and Marketing and SLT on reactive situations including developing holding statements and reactive comments.
- Working with SLT, deputise Head of Comms and Marketing when required

### **Digital content**

- Lead video on content creation – including internal video creation for Managing Partners' Conference, plus video content for external audiences. This includes the management of third-party suppliers.
- Lead and own photography for the organisation

### **PERSON SPECIFICATION**

- Ability to work on own initiative and manage competing priorities.
- Proven communications skills with demonstrable track record of successfully identifying, developing and implementing multi-tiered communications projects.
- Ability to develop and manage relationships with Land Trust colleagues and partner organisations.
- Wide-ranging understanding of communications tools, techniques and channels including delivering social and new media campaigns.
- Ability to use Adobe Creative Suite or similar editing software.
- Experience in using WordPress or similar to update websites.
- Experience in using Mailchimp or distributing email campaigns.
- Excellent written skills with the ability to write for a number of different purposes and audiences.
- Experience in video and audio editing would be advantageous.
- Target driven with a desire to succeed.
- Problem-solving skills.
- Pro-activity, sensitivity and creativity in maximising opportunities.
- Experience within a conservation, environmental or charitable organisation would be advantageous.
- A flexible approach and open to change in an evolving organisation.
- IT literate with proven skills in using MS Office packages.
- Willing and able to travel to meetings, site visits and events across the UK.

### **EDUCATION:**

- Educated to degree level or equivalent.
- Diploma in public relations, marketing, journalism or equivalent would be advantageous.

### **OTHER RELEVANT INFORMATION**

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- This position requires the post holder to act flexibly and undertake other duties and responsibilities commensurate with the post as discussed with the Head of Comms and Marketing.
- The post holder will be required to travel by car and public transport as necessary to fulfil their role effectively. Note some sites are remote and not accessible by public transport.
- Business travel costs are reimbursed.
- The role may require a DBS check.

#### **SALARY AND BENEFITS**

- Up to £36,000 depending on experience.
  - Annual performance-based bonus
  - 36-hour week
  - Business travel costs will be reimbursed.
  - 26.5 days holiday per year, plus bank holidays (pro rata) Rising to 30 days with 5 years' service.
  - A defined contribution pension plan, with Land Trust matching employee contributions up to 6%.
  - Flexible working, including hybrid working options
- Employee Assistance Programme and Medicash healthcare plan.

#### **APPLICATIONS**

- Please email an up-to-date CV and a supporting statement, explaining why you are interested in the role, how you are a good candidate and how you fulfil the personal specification.
- **Please send these documents to [recruitment@thelandtrust.org.uk](mailto:recruitment@thelandtrust.org.uk)**
  - **Closing date:** 18 July 2025. The role may be closed early depending on the applications received.
  - **1<sup>st</sup> Interview** - w/c 28 July via MS teams
  - **2<sup>nd</sup> Interview**- between 5 and 7 August- face to face Birchwood, Warrington