

Communications and Marketing Officer

Job Title:	Communications and Marketing Officer
Reports To:	Communications and Marketing Manager
Salary	£25,311 per annum
Terms:	Permanent / Full-time contact (36 hours per week)
Location:	Office based role at the Land Trust's head office in Birchwood, Warrington / Flexible working arrangements can be considered for the right candidate

About the Role

This new Officer position is an important part of the Communications and Marketing Team. The postholder will work closely with staff across the charity to tell the story of what the Land Trust delivers 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. It is an important role at the heart of our new Customer Commitment for residents living on Service Charge sites across the country. They will also play a key part in raising the profile of the Land Trust's work, impact and social value UK-wide.

Our commitment is to support the right candidate with training and development opportunities, alongside direct experience of being involved in all aspects of our communications activity.

Working under the guidance of our Communications and Marketing Manager, the post holder will play an important part in our social media output and digital communications. They will also support with content generation for our wider communications output, most notably our twice-yearly newsletter sent to residents.

RESPONSIBILITIES *(Key tasks)*

1. Corporate Communications:

- Administering content and updating information on the Land Trust website
- Monitor and support reporting of social media activity across Land Trust accounts.
- Create, film, photograph, edit and manage engaging social media content across Land Trust sites, developing platform activity to increase audience engagement and grow reach.
- Work with Land Trust staff to assist in the development of corporate material including publications, marketing collateral, exhibition material and website content.
- Work with the Fundraising Team to ensure communications with funders, partners and project beneficiaries are optimally managed and promoted.
- Maintain and update stakeholder databases for effective communication.

- Working with the Communications & Marketing team, support and evolve internal communications including the twice-yearly staff newsletter, promoting staff events, publicising our health and wellbeing programme and updating internal marketing resources including our intranet platform and teams.

2. Site (location specific) Communications:

- Provide support communications to promote our parks and green spaces across the UK; lead on relevant projects including liaison with Land Trust colleagues and external partners as appropriate.
- Write copy and provide content for our website and site web pages where appropriate, ensuring that information is up to date and accessible.
- Provide communications support for Estates Managers, Officers and Rangers, seeking to promote news stories and important information on their sites.
- Lead on monitoring social media activity on our endowment, supporting our onsite teams with social media best practice and ensuring that enquiries or complaints are responded to efficiently.
- Assist the Estates Team with resident communications through social media, email.
- Lead on the content compilation and distribution of two newsletters per year, per site.
- Attend residents' meetings where necessary.
- Assist with the creation of on-site signage, liaising with colleagues, Managing Partners and external designers.

3. Marketing and Business Development:

- Support the development and roll out of customer focused material to support our increasing residential Service Charge portfolio, often to tight deadlines.
- Working with the Communications and Marketing Manager and the Business Development team, co-ordinate the distribution of bespoke materials and marketing campaigns.
- Assist with co-ordinating an annual calendar of marketing events and exhibitions including organising and attending as appropriate.
- Assist with the planning and implementation of marketing strategy to support business development.

Other duties

- Represent the Trust at local, regional and national events.
- Deputise for the Communications and Marketing manager when necessary.
- Ensure all relevant Trust policies and procedures are adhered to e.g. Health and Safety.
- Supporting the admin team in the operational running of our annual Managing Partners Conference.

PERSON SPECIFICATION

Essential Skills:

The Land Trust is looking for someone who is:

- A storyteller with a passion for good communication
- Motivated by using video and photography to demonstrate the work of the Land Trust
- Proactive with a willingness to support others
- Able to manage and prioritise a varied workload and contribute effectively to project activity with tight timescales
- Interested in producing great digital communication, including via social media, email marketing and website management
- A good problem solver, with the ability to be innovative and creative
- Committed to creating inclusive and lasting opportunities for everyone through promoting the social value generated across the Land Trust network
- Prepared to listen to and learn from colleagues from across the Trust and our managing partners working at each site, to ensure our communications are fit for purpose and relevant to the communities we operate within

Essential Experience:

- Communications and marketing related qualification, or demonstrable related experience
- Knowledge and competent user of multiple social media platforms
- Competent on all Microsoft office programmes

Desirable experience:

- Working in the charity sector
- Customer services
- Community engagement and outreach
- Knowledge of environmental sectors

OTHER RELEVANT INFORMATION

- Based at the Land Trust head office, in Birchwood Warrington
- This position requires the post holder to act flexibly and undertake other duties and responsibilities commensurate with the post
- The post holder will require a current valid driving licence, as frequent travel to Land Trust sites is required and not all are accessible by public transport
- Business travel costs will be reimbursed
- The role may require a DBS check

Salary and Benefits

- From £25,000 FTE
- A salary sacrifice pension scheme, with LT matching employee contributions up to 6%
- Life Insurance (4 x salary)
- Flexi time and Hybrid working
- 26.5 days holiday per year, plus bank holidays (pro rata). Increasing to 31.5 days with service
- Option to buy additional holiday
- Employee Assistance Program
- Health Care Cash back scheme (Medicash)
- Training and Development support
- Enhanced Family leave
- Business travel costs will be reimbursed

APPLICATIONS

Must have the right to work in the UK. A DBS check may be required.

Applicants should send a CV and covering letter of no more than two sides of A4 to: recruitment@thelandtrust.org.uk

Closing date: Midnight, Sunday 6 September 2026

First interviews by MS Teams: w/c 14 September 2026

Second interview will be in person on: w/c 21 September 2026

The Land Trust is committed to the principle of equal opportunity in employment and its employment policies for recruitment are designed to ensure that no job applicant or employee receives less favourable treatment on the grounds of age, disability, gender re-assignment, marriage or civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

ABOUT THE LAND TRUST

The Land Trust is the UK's premier green space management organisation, offering outstanding stewardship and delivery for clients, communities and the environment.

Our aim is to create and maintain sustainable high-quality greenspaces to improve the quality of people's lives and enhance the environment both now and for future generations.

Our vision is to improve the quality of people's lives by creating sustainable, high quality green spaces that deliver environmental, social and economic benefits.

We manage over 90 sites across the UK and help a wide range of public and private landowners who, for a variety of reasons, want to pass on responsibility (or liability) for the management of sites, public open space or new green infrastructure to find bespoke long-term funding and, management solutions. These can include service charges, section 106 or endowment, or a hybrid of funding

sources. Our current endowment portfolio of approximately £180m provides the financial resources to ensure that our endowed sites are managed to a good standard and contribute to the wellbeing of the communities by which they are surrounded.

Our work is guided by the delivery of our five charitable objectives: Health and Wellbeing, Environment and biodiversity, community cohesion; Education and learning; and economic vitality.