

Photo: Ben Hancock-Smith

Brand and Communications Manager

Role profile



Cornwall
Wildlife Trust

Creating a **Cornwall**
where **nature** thrives

Introduction

There has never been a more important time to join the fight against nature's decline.

Nature in Cornwall, including our world-famous coastline, is what makes our spectacular home so special. But Cornwall's wildlife and wild places, on land and at sea, face major threats – threats Cornwall Wildlife Trust is committed to tackling to create a Cornwall where nature thrives.

But we can't turn the tide on nature's decline alone. We need collective action from people from all spheres to create the change wildlife desperately needs.

We're currently recruiting a Brand and Communications Manager, who will play a pivotal role in enabling this action, developing strategy and managing a team to increase our profile, engage people with nature's recovery and inspire support.

If you're passionate about nature, a compelling communicator and have experience of brand and communications, we'd love to hear from you.



A handwritten signature in brown ink that reads "James".

James Webb, Director of Fundraising & Communications
Cornwall Wildlife Trust



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About us

Where we've come from ...

For more than 60 years, Cornwall Wildlife Trust has been working to protect Cornwall's wildlife and wild places.

Although a local, independent charity, we are part of a national movement of 46 Wildlife Trusts, all with a shared purpose.

Our vision ...

... is of a Cornwall where nature thrives, with our wildlife and wild places valued and enjoyed by all.

A Cornwall where currently rare and threatened species are once again a normal part of our countryside, skies and seas. Where healthy oceans, soils, rivers, wetlands, woodlands, moors, grasslands, sand dunes and other ecosystems are recognised for the roles they play. Where every child in Cornwall grows up with access to beaches and green spaces. And where we're all connecting with, benefiting from and taking action for nature.



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One key aspect of Cornwall Wildlife Trust's work is our protection and enhancement of nature reserves as sites to demonstrate best practice and inspire others. Today, Cornwall Wildlife Trust manages 5,500 acres of land across 59 nature reserves, including Greena Moor (pictured), one of the south west's most important sites from culm grassland.

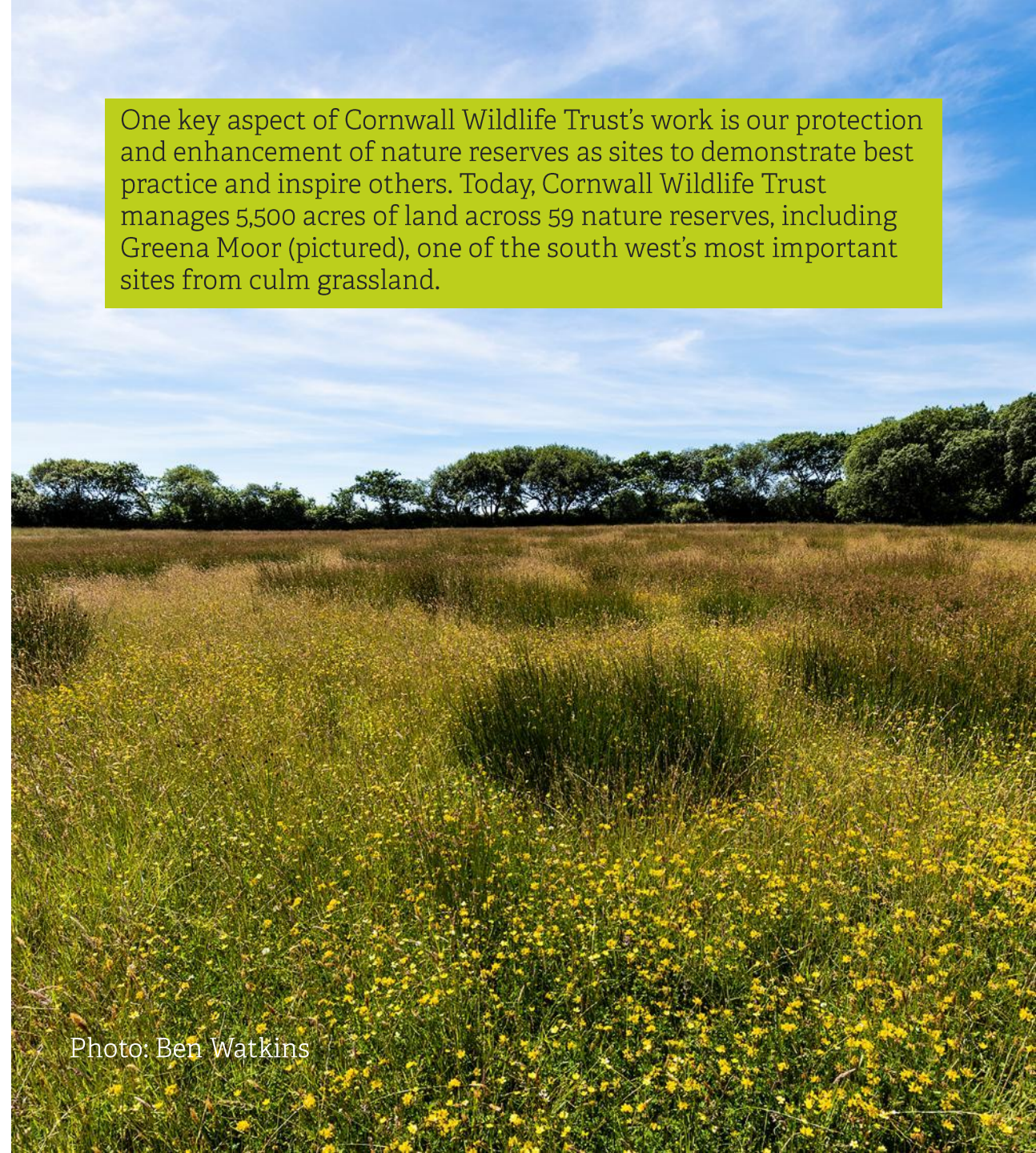


Photo: Ben Watkins

Our values

- **We are Passionate and Inspiring:** We believe in our vision of a Cornwall where nature thrives and know that what we do matters. We are committed to our work and inspire others to join us.
- **We are Knowledgeable and Authentic:** We bring expertise and credibility to our work, ensuring actions and decisions are grounded in integrity, accountability, evidence and practicality.
- **We are Inclusive and Enabling:** We know we cannot turn the tide on nature's decline alone and that everyone has a role to play. We listen to, learn from, collaborate with, involve, educate and empower others to deliver change.
- **We are Focused and Impactful:** We are ambitious and determined to deliver impact. We recognise the need to be creative, applying bold new approaches alongside the things we know already work.



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Every person in Cornwall Wildlife Trust has an important role living our values as we work towards a Cornwall where nature thrives.



Photo: Sam Baker

Our strategy


To halt nature's decline, **we need** more space for nature (bigger, better and more joined-up), active nature restoration (not just the protection of what remains) and reduced pressure on nature everywhere (be that from development, pollution, habitat loss, intensive farming and fishing, or climate change). **But we can't do this alone.**

We will ensure more areas of land and sea are managed well for wildlife, by informing, involving and inspiring more people, from all spheres, to **take action for nature.**

How? Through our four impact objectives, as outlined in our full strategy ([here](#)):


1. **Demonstrating** what is possible and **inspiring** others through our conservation delivery
2. **Supporting** and **advising** others on how to reduce negative pressures and create positive outcomes for wildlife
3. **Engaging** and **mobilising** individuals and groups to use their time and resources to participate in practical action
4. **Campaigning** and **advocating**, as we use our voice to call for better decisions for nature from those in power

The above are supported by four enabling objectives, including the need to increase awareness and inspire engagement. This position will play a key role in driving this forward, providing an exciting opportunity to contribute to our vision.



Under Cornwall's waves lies a vibrant marine world. But like on land, nature at sea needs support. Cornwall Wildlife Trust's 2030 strategy considers how marine and terrestrial work can complement one another to ensure the biggest impact for nature.

Photo: Heather Hamilton



This photo was one of more than 1,000 entries to our 2023 Wild Cornwall photography competition to celebrate the beauty of nature in Cornwall. Led by the Brand and Communications function, the competition culminated in a major exhibition at Truro cathedral and generated significant online and press engagement.

Role summary

Purpose: We aim to make Cornwall Wildlife Trust a household name and the charity of choice for those who love Cornwall. As Brand and Communications Manager, you will lead the team that delivers this work — driving engagement through impactful storytelling, bold brand positioning, data-led insight and dynamic marketing campaigns

Salary: £31,930 - £35,000

Hours: Full time (37.5 hours)

Contract type: Permanent

Location: Cornwall Wildlife Trust's HQ, based in our Five Acres nature reserve, with regular working from home supported

Reports into: Director of Fundraising & Communications

Line reports: Two officer roles

Key internal relationships: Various, including Public Fundraising Manager, Director of Nature & People and their team

Photo: Alexandra Jordan

Responsibilities

- **Brand management:** Develop and implement a strong, consistent brand identity that reflects the Trust's strategy, values and mission. Ensure visual and verbal brand integrity across communications.
- **Strategic communications:** Create and deliver a comprehensive communications strategy that supports the Trust's strategic objectives, including nature recovery, climate action and community engagement.
- **Content creation and campaigns:** Oversee the planning and production of high-quality content (digital, print and video) for campaigns, publications, events, and social media. Manage storytelling that increases awareness, inspires action and grows support.
- **Media and PR:** Ensure the team builds strong relationships with journalists and media outlets, proactively seeking coverage.
- **Digital communications:** Ensure the development and delivery of digital engagement across website, email marketing and social media. Deliver user-focused content that drives engagement and support.
- **Financial management:** Manage the Brand and Communications budget and related campaign-specific budgets as required.
- **Reporting:** Produce performance reports, using analysis to inform strategy and drive growth.
- **Department collaboration:** Contribute to the success of the wider Fundraising & Communications department to:
 - Support the successful delivery of fundraising initiatives.
 - Deliver a rewarding experience for supporters and potential supporters.
- **Organisation collaboration:** Work closely with colleagues across teams to align messaging and maximise impact. Participate in and / or lead cross-organisation working groups as required, including through membership of Cornwall Wildlife Trust's management group.
- **Team management:** Line manage and support a small communications team, providing strategic direction, mentorship and performance management.
- **Personal development:** Commit to continuous improvement of management, innovation and skills through personal development.
- **High profile support:** Manage the development of Cornwall Wildlife Trust's celebrity ambassador and online influencer programmes, recruiting and managing high profile individuals who publicly support or endorse our work.
- **Other:** Carry out or contribute to other team and organisation priorities as required.



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Person specification

Experience

- Experience in a communications, brand or marketing role (E), ideally within the charity sector (D)
- Experience managing brand development and ensuring consistent brand application across channels and materials (E)
- Demonstrated success in planning and delivering integrated, multi-channel campaigns (E)
- Experience working with the media, including writing press releases, handling enquiries and securing positive coverage (E)
- Line management experience (D)

Skills

- Strategic thinking with ability to plan, deliver and evaluate brand, marketing and communication campaigns (E)

- Exceptional verbal and written communication skills (including copywriting and editing), with the ability to adapt tone and style for different audiences and platforms (E)
- Strong organisation skills, with ability to manage multiple projects and deadlines (E)
- Proficient in using digital marketing tools, website CMS platforms, social media management tools and email marketing software (E)

Knowledge

- Good understanding of digital engagement strategies, including content marketing, SEO, social media and email marketing (E)
- Awareness of current trends in communications, PR and audience engagement (E)
- Familiarity with evaluation tools to measure effectiveness and inform strategy (E)

- Knowledge of the wildlife, conservation or environmental sectors (D)

Personal qualities

- Passionate about wildlife, nature conservation and Cornwall's natural environment (E)
- Creative, innovative and solutions-focused, with a proactive approach to problem-solving (E)
- Collaborative and inclusive, with ability to build relationships across teams and with external stakeholders (E)
- Committed to the values of Cornwall Wildlife Trust (E)

Please note:

- (E) indicates essential
- (D) indicates desirable



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Finally ...

Other details

- Cornwall Wildlife Trust operates excellent toil and flexible working policies
- Enhanced company holiday entitlement – starting at 25 days and rising to 30 days (one day extra for each year worked after three complete years served), with additional time off between Christmas and New Year
- Employees have access to the Employee Assistance Programme (24/7 counselling service) and Employee health and wellbeing portal upon successful completion of probationary period
- Stakeholder pension
- The successful candidate will have the opportunity to visit and spend time at some of Cornwall's most beautiful wild places

To apply

Please send a CV and supporting statement outlining your suitability against the person specification **to recruitment@cornwallwildlifetrust.org.uk by midnight on Sunday 11th May.**

Thank you for your interest in joining our work to create a Cornwall where nature thrives.



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Photo: Alexander Mustard