

Role Profile - Marketing and Communications Officer

Grade 3

What you'll be responsible for

Lead the planning and delivery of communications and marketing activities to raise awareness of Aire Rivers Trust's work, engaging communities, volunteers, partners and stakeholders. Lead our approach to internal communications. Manage digital channels and content, develop campaigns, support events and media relations, monitor performance using analytics, and help strengthen our profile and community engagement across the River Aire catchment.

What you'll deliver

- Engaging communications and marketing campaigns that raise awareness of our work.
- Current, consistent, accessible and engaging content across our website, social media channels, email marketing, newsletters and printed materials.
- A coordinated marketing and communications plan, supported by a clear content calendar, that reaches diverse audiences.
- High-quality copy, proofreading and content management that strengthen our tone of voice and public profile.
- Internal and external newsletters and updates that keep staff, volunteers, trustees, partners and supporters informed and engaged.
- Clear performance insight from campaign analytics, with improvements made where needed.
- Positive media coverage, stronger press relationships and wider visibility for the Trust through local media, community partnerships and Rivers Trust networks.

Our Values

- **Working Together**
- **Principled**
- **Thinking long-term**
- **Passion**
- **Safety**
- **Trust**

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Scale and scope

Reports to: Chief Executive

Financial responsibility: Responsible for a small marketing budget.

Line management: No direct line management of staff. The role may supervise volunteers.

Area of impact: Internal and external communications, marketing, public engagement and stakeholder visibility across the Aire catchment.

Nature of impact: Increases awareness, engagement and understanding of our work, helping to build support for river enhancement, volunteering, community action and funding. Ensures communications activity is delivered in line with GDPR, accessibility requirements, brand guidance and agreed budgets.

Internal / external relationships: Works with colleagues and builds relationships with local councils, community groups, volunteers, media outlets, partners and other stakeholders.

Knowledge, skills and experience

- Proven experience in planning and implementing digital communication including social media, website, newsletters and campaigns.
- Practical experience of digital marketing and content tools.
- Strong copywriting, proofreading and editing skills, with the ability to adapt tone of voice for different audiences and channels.
- The ability to develop and implement a communications and marketing plan across several areas of work and diverse audiences.
- Experience of planning, creating and scheduling content.
- Experience working across social media, web, print media, newsletters and email marketing.
- Understanding of GDPR, accessibility and communications compliance requirements.
- Knowledge of using impactful marketing campaigns to engage diverse audiences.
- Experience of producing internal communications for staff, volunteers or trustees.
- Experience of working with partner organisations or sector networks to share messages and increase reach.
- Knowledge of current marketing trends, media and technology in the charitable sector.
- Experience of leveraging press releases, local news, community partnerships and low-level fundraising communications.

Job Description

Part-time (22.5 hours per week) | £29,612 pro rata | Hybrid working | Greengates, Bradford
Do you want to use your communications and marketing skills to make a real difference for people and nature?

We are looking for a creative and organised Marketing and Communications Officer to help inspire more people to connect with and care for the River Aire.

In this varied role, you'll lead engaging campaigns that showcase our work, grow our digital presence, create compelling content across multiple channels, and build relationships with communities, partners and the media. You will also lead on how we can communicate more effectively within the organisation. Your work will play a key role in increasing awareness of our river restoration projects, volunteering opportunities and community initiatives, helping to build support for a healthier River Aire.

If you're an excellent communicator with experience in digital marketing, content creation and campaign delivery and you're passionate about using your skills to create positive environmental impact, we'd love to hear from you.

About us

Working for us

The Aire Rivers Trust is a small charity of dedicated and friendly people who want to improve our River Aire and its catchment. We are part of a national network of Rivers Trusts, each of which works to improve their river for people, wildlife and the environment. We believe in connecting people, places and nature.

Our vision for the River Aire is that it will be a thriving river valued for its environmental, social and economic benefits, and which is actively appreciated by the community for its diverse ecology and contribution to flood risk management.

The work we do is both important and varied. A typical week can include anything from designing habitat improvements to liaising with landowners, clearing litter from the riverbanks or working with local community groups to help people understand the importance of looking after their river.

What we offer

Hours: 22.5 hours a week, with occasional evening or weekend work required. We do not pay overtime and so any out of hours working will be compensated by Time off in Lieu.

Travel: Some travel within the Aire catchment area for meetings and stakeholder engagement.

Location: The role will be based at our offices in Greengates, Bradford, with options for hybrid working available.

Benefits

- 25 days annual leave, plus bank holidays with increases linked to length of service (pro rata for part-time roles)
- Enhanced Pension Scheme (up to 9%)
- Hybrid working
- At the discretion of Trustees an enhanced sick pay offer (pro rata for part-time roles):
 - During the first year of service, 20 days full pay and 20 days half pay
 - During and after the second year of service, 40 days full pay and 40 days half pay