



Job Description

Communications Assistant

Access to Eden: Breaking barriers, building bridges programme.

Location:	Penrith, Cumbria
Contract:	3 days per week, 22.5 hrs per week Fixed term contract to 31 December 2027
Reports to:	Marketing and Communications Manager
Direct reports:	None
Salary Range:	£23,000 – £26,000 pro rata, per annum

Purpose of job

The Communications Assistant will help promote the **Access to Eden: Breaking barriers, building bridges** partnership project by creating and delivering targeted, engaging digital content and offline publicity materials that will enthuse and empower target audiences/beneficiaries to participate in the programme. They will also monitor results to ensure that outcomes are met and refine future activity to create even more impact. They will also ensure that stakeholders and the wider public are kept up to date with the project.

This is an ideal first job as the role holder will develop valuable skills by working across a variety of marketing disciplines, including digital, PR, events, internal communications, advertising and community engagement.

Background

Eden Rivers Trust (ERT) has been awarded a grant from The National Lottery Heritage Fund to deliver a £2m+ project called **Access to Eden: Breaking barriers, building bridges**.

The project vision is to break down the physical, social and cultural barriers that prevent people from accessing the natural heritage of Eden and build the bridges to give them the confidence to enjoy and help protect our blue and green spaces.

The *Access to Eden* project partnership (13 partners) will do this by enhancing eight natural heritage sites in the Eden that will benefit people and wildlife by: improving accessibility on seven of those sites; working with communities to enhance wildlife habitats on five of sites;

and delivering targeted engagement programmes on all sites to support underserved communities in their use of them.

Additionally, seven programmes will operate within and between those sites, linking up across the whole project area. These specific programmes: for young people, about solutions to environmental problems, enabling cultural exchange, providing access information and promoting wellbeing; will provide opportunities for those same communities, wherever they are in the catchment, to explore, enjoy and care for the Eden landscape beyond their own doorstep. Together we hope to build a Community Conservation Network for the Eden.

Key Responsibilities:

Develop and deliver engaging digital content

- Use Mailchimp to build targeted emails – adverts, newsletters etc. as part of the communications strategy and collate data to report back on the effectiveness of these campaigns.
- Create and update website content relating to the project using WordPress content management system.
- Hold regular meetings with partners to plan joint promotion of their events and volunteer opportunities that will be featured on the Access Hub. Train partners to upload their event/volunteer opportunities to the website.
- Work with the Marketing and Communications Manager to produce the project digital media calendar.
- Create appropriate and engaging content for identified audiences that will meet the project's communications objectives – using design software such as Canva and Adobe Creative Cloud apps.
- Troubleshoot and deal with website and social media enquires/comments.
- Support the Marketing and Communications Manager with day to day management of ERT's social media accounts (currently Facebook, Twitter, Instagram, LinkedIn and YouTube) and contribute to ongoing evaluation and reporting of metrics.
- Encourage and work with ERT staff, partners and beneficiaries to develop appropriate content for the project. This will involve light editing and formatting of content.
- Ensure all marketing content conforms to ERT brand guidelines and meets accessibility standards.
- Work with film makers and partners, volunteers and the community to create short form digital content such as films, soundscapes and podcasts to showcase walks, nature and other aspects of getting outdoors into Eden's natural heritage.
- Use data to improve future communications campaigns and research new ways to increase the project's and ERT's digital profile.

Support project events and programmes

- Support events, including production of publicity and promotional materials, attend and manage stands and/or activities at events as applicable.
- Support the production of digital and print materials, liaising with external providers where appropriate. This may include but is not limited to, the design and production of brochures, films, presentations (PowerPoint), animations and posters.
- Liaise with project partners to plan additional communications activity to support their events and ensure that all partner events acknowledge the project funders correctly and consistently.
- Create, send and monitor email newsletters to:
 - Update and inform project partners about progress of the project, and
 - Inspire and enthuse people who have signed up to receive news from us regarding the project, trails, events and opportunities (Access Hub).

Administration support

- Day to day support of the project:
 - Maintain records in line with the Data Protection Act 2018 and ensure confidentiality of information.
 - Respond to requests from the media/partners for photos, interviews etc.
 - Coordinate the talks programme – including inviting speakers, setting up Zoom events, managing participants and uploading recordings/resources.
- Assist the Project Manager with the production of monthly/quarterly/ad hoc reports.
- Assist in any administrative tasks as required for the smooth running of the team including support to the Project Manager and Marketing and Communications Manager.

General Management/Administration

- Undertake additional communications and administration tasks as reasonably required by the Chief Executive, working with the wider ERT team.

Person Specification

Essential

- Experience of working in communications and/or educated to Level 3.
- Excellent written communication skills and the ability to tailor content for targeted audiences.
- Strong verbal communication skills.
- Demonstrates creativity - both visual and written.
- Highly organised and able to multi-task and prioritise workload effectively.
- Openness to feedback and commitment to developing their skills and learning.
- An interest in rivers and the natural environment.
- Able to deal with a wide range of people in a helpful and professional way.
- Good practical software skills and understanding of Microsoft Office packages.
- Flexible and able to tackle new challenges.
- Excellent attention to detail.
- Committed to equality, diversity and inclusion.

Desirable

- Degree in a relevant discipline.
- Experience of working in fast-paced and busy office environment.
- Skills in creating or editing graphics, film and images.
- Experience of writing content for social media for the charitable or environmental sector (either voluntary or paid).
- Experience of working in a public-facing role (either voluntary or paid).
- Experience of using website content management systems
- Current, valid driving licence.

Looking after our staff

Annual leave Full-time employees are entitled to **33 days of paid leave per year** which includes Bank Holidays and Statutory Holidays. This entitlement will increase by two days after three years' service and another one day after five years of continuous employment to a maximum of 36 days. This entitlement will be pro rata if you join/leave within the current holiday year or work part-time.

Pension Employees may join either The Rivers Trust pension scheme or the NEST pension scheme. Employees can decide to dis-enrol from the pension scheme if they choose. If you join The Rivers Trust pension scheme, you contribute a minimum of 6% (of your salary) and we contribute 9%.

Life Assurance is also included in The Rivers Trust Scheme. We pay three times your pensionable salary if you die.

Tools for the job We'll provide the essentials you'll need to carry out your role – laptop, mobile phone and personal protective equipment (PPE) plus any other equipment as necessary.

Time off in lieu You may be required to work additional hours e.g. in the evening or at weekends for which time off in lieu (TOIL) will be available. These additional hours must be agreed and approved by your manager in advance.

Mileage expenses This post will involve travelling around the county and mileage expenses will be paid at 45p per mile (private vehicle). ERT also has two vehicles that you may be able to use.

Additional information about the role

Contract This post is a fixed term contract running until 31 December 2027 for 22½ hours each week.

Working hours Normal working hours are 9 am to 5 pm (with 30 a minute meal break), equating to a 22½ hour working week. Days and hours could be flexible - to be agreed with Marketing and Communications Manager upon appointment.

Location The usual place of work will be ERT's offices in Penrith.

Criminal records check the successful applicant will be required to complete a Disclosure and Barring Service check (DBS) and provide satisfactory references. Please read the guidance for completing the application form about our policy regarding the employment of ex-offenders and DBS checks before you complete the application form.

