

Job Description and Person Specification

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Photo: Pine marten © Jason Hornblow

Deadline for applications: 12noon on 21 February 2024

1 Applying for this post

We are thrilled to have been awarded grant funding from The National Lottery Heritage Fund, which enables us to undertake the next four-year phase of our **Martens on the Move** project and the position of **Communications and Engagement Officer** will play a crucial role in this work.

If you feel you meet the job specification and job requirements, we would love you to apply. Applications must be made using the application form provided. Additional information can be submitted, for example a CV, but the application form must be completed thoroughly and not include 'Refer to CV' as the only answer in the question boxes.

Please read all the pack information that follows.

Deadline for applications is 12noon on Wednesday 21 February 2024

by email to hr@vwt.org.uk or by post to:

Operations Manager, Vincent Wildlife Trust, 3-4 Bronsil Courtyard, Eastnor, Ledbury, HR8 1EP

Interviews are planned for **27 February 2024** and will be held in person at our Bronsil office (or via video conferencing if required). Full details will be confirmed ahead of the interview date. If you do not hear from us by **29 February 2024**, please assume that you have not been successful on this occasion. *Previous applicants need not apply.*

2 Background to Vincent Wildlife Trust

VWT has been a key player in research-led conservation of a range of threatened mammal species for more than 40 years. We develop and deliver evidence-based conservation interventions to support the recovery of mammal species. We work closely with universities, co-funding and supervising PhD projects, and with partner NGOs, where synergies in our aims allow us to deliver over and above what we could achieve on our own. Our work is published through peer-reviewed scientific journals and our own in-house conservation handbooks and literature.

We have a secure financial base, with a turnover of c.£1 million and funding from grants, donations and investment drawdown. External funding has enabled us to embark on new flagship projects, including the nationally important Pine Marten Recovery Project. VWT has 19 staff who work alongside around 200 active volunteers. Our Head Office is near Ledbury in Herefordshire where ten of our team are based. The rest work from home offices in England, Scotland, Wales and the Republic of Ireland.

VWT has strong governance and leadership, and a clear direction to increase the impact and geographical scope of its operations through our 2020-30 Ten-Year Strategy.

3 Our Pine Marten Conservation Work

VWT has been a leader in pine marten conservation and research for more than 40 years. Much of this work has focused on understanding the status and distribution of pine martens in Britain and Ireland, developing and trialing innovative field techniques for monitoring pine martens, promoting coexistence with a range of stakeholders and acting as an advisor on and carrying out pine marten population reinforcement and reintroduction in Wales and England. We undertook the first national pine marten survey of Scotland, England and Wales in the early 1980s and a subsequent survey of southern Scotland in 2013 showed that pine martens were present in parts of the Scottish borders and other areas south of the Central Belt where they had been absent for almost 200 years.

Between 2015 and 2020, VWT carried out the ground-breaking Pine Marten Recovery Project (PMRP) to reinforce the virtually extinct pine marten population in Wales through the translocation of martens from Scotland to mid-Wales. This was conducted alongside an extensive programme of awareness raising and engagement with local communities and stakeholders, and an associated research programme to inform future translocations. The translocated pine martens have become established and breeding has been recorded every year since the translocation began, with pine martens now recolonising former habitats and establishing territories well beyond the release areas. Translocation methods employed in Wales have since been adopted by partners in the Forest of Dean in England during 2019-2021, where successful establishment, breeding and dispersal has also been recorded.

In the north of England, VWT has been helping to pave the way for the natural recovery of the pine marten in this area as a partner on the Back from the Brink programme (2017-2021), an ambitious nationwide partnership initiative that aimed to save some of our most threatened species from extinction and put them back on the road to recovery. As well as raising awareness of the species and working with project partners and volunteers to enhance habitat by installing artificial den boxes to provide resting and breeding sites for pine martens, we have demonstrated that pine martens are at an early stage of recolonising parts of Northumberland and Cumbria.

VWT produced a national pine marten recovery plan for Great Britain in partnership with NatureScot and Natural England. The recovery plan suggests a road map of staged releases to some of the most optimal regions in England and Wales in priority order to give reintroduced populations the highest probability of establishing, spreading and ultimately linking up.

The plan also emphasises the importance of raising awareness of pine martens, particularly in areas where they are making a recent recovery and could face potential conflicts, as well as establishing a coordinated national monitoring scheme – both of which are key outcomes of the Martens on the Move project.

The key to all our conservation work and successful delivery of VWT's Ten-Year Strategy is measuring our conservation impact.

Further information is available on our website: www.vwt.org.uk

4 This Role

The ultimate aim of the Martens on the Move project is to improve public awareness and appreciation of pine martens, ensure landowner readiness for the recovery of a native predator and improve conditions for pine martens. The project will also establish a long-term national monitoring programme for pine martens.

Following a successful National Lottery-funded Development Year for Martens on the Move, where the project made significant and positive initial connections with landowners, local communities and young people in England, Scotland and Wales, this role will build and develop those connections. It will also increase awareness raising, advocacy, education and training in order to facilitate the natural recovery of pine martens where they are re-colonising their former range across the Scottish/English and Welsh/English borders.

Martens on the Move will be working with partner organisations to establish three Pine Marten Havens. These Havens will offer viewing hides, interpretation trails and displays for visitors to engage with and to increase their knowledge and understanding of – and connections to – this native species.

In liaison with VWT's Communications Team and to support the Project Manager, this role will develop the project's social media work along with a range of publicity and display materials. It will also plan, organise and deliver a variety of community engagement events and volunteer training, with a focus on groups under-represented in conservation.

5 Job Description

Grade/Starting Salary	Grade 2/£25,500 per annum (with 2.5% annual increase in subsequent years)
Location of Job	Bronsil Head Office near Ledbury, Herefordshire HR8 1EP (with options for hybrid working)
Responsible to	Fundraising and Communications Manager
Responsible for	Supervision and co-ordination of volunteers
Job Purpose	To deliver effective communications and community engagement opportunities for the Lottery-funded Martens on the Move project

Main Duties

- To provide communications support to the Communications Team and the Project Manager in the delivery of the Martens on the Move project, as per the objectives of the project's four-year Communication Strategy.
- In liaison with the Communications Team and adhering to Social Media Policy guidelines, lead on the project's social media work (creating and posting content, and analysing Social Media statistics) and promote the project as widely as possible to a range of audiences through a range of channels, including local and national media outlets, and through the project website.
- In liaison with the Communications Team, develop a range of publicity and display materials, including digital media.
- To work with the VWT Volunteering and Community Engagement Officer and the Martens on the Move Project Officers to plan, organise and deliver a range of community engagement events and volunteer training, with a focus on groups under-represented in conservation.

- To collaborate with project partners on a range of outreach and volunteering activities and events.
- To represent the Trust and promote Martens on the Move at relevant events and conferences.

Other Duties

- To attend training courses that further the Trust's and personal development needs.
- To be familiar with and abide by the Trust's policies and procedures.
- To provide training and/or mentoring to staff and volunteers.
- Carry out other duties commensurate to the role as required by the Trust.
- Contribute to a culture that values and prioritises Health and Safety matters.
- Present a friendly and professional personal manner, including representing VWT with external partners.

6 Training and Development

As part of our commitment to investing in its people, VWT trains and supports its staff in the delivery of their duties. Advice will be given in drawing up a personal development plan and all suggestions considered according to resources available and the over-riding priorities of the Trust. An appraisal process is carried out every six months.

7 Outline Conditions

The post is full-time, 37 hours per week, for a Fixed Term of four years, likely to commence in March/April 2024. Our normal office hours are 9am to 5pm (Mon-Thurs) and 9am to 4.30pm on Fridays, with appropriate breaks. Flexible working is permissible in agreement with the Line Manager. Fieldworking may require work outside of these hours and should those hours extend beyond normal daily working hours, staff are expected to take Time Off In Lieu. Business travel and overnight stays may be required at times, for which travel and subsistence expenses will apply, according to the Trust's current policy.

A willingness to be flexible about working arrangements and to provide occasional cover for absent staff is desirable in order to maintain organisational effectiveness.

A probationary period of three months is applicable to this post, during which you will be expected to establish your suitability for the role.

Benefits Package

VWT offers a workplace pension scheme with Aviva that matches personal contributions of 4% of salary with an additional employer contribution of 7%. You may request to be enrolled from day one or defer until the probation period is complete. Full-time posts are entitled to 25 days' paid leave per year, plus all bank holidays. Life Assurance and an Employee Assistance Package is available to all staff after one year's service.

There is free parking on site at the Bronsil Head Office and you will be provided with VWT branded clothing as applicable for the role.

Value Statement

The Trust expects its staff to carry out their duties in a way which consistently exceeds the regulations and expectations of society at large in matters legal, ethical and environmental. Our aim is to ensure all resources are utilised effectively and efficiently. You will be expected to apply sound value for money principles in undertaking purchasing or supply of goods and services.

8 Ideal Candidate Profile

Qualifications

Appropriate experience and/or a degree (or equivalent) in a relevant field.

Experience and Skills Essential

- A demonstrable commitment to using a range of communication channels and social media platforms to engage communities to achieve a positive outcome
- Excellent interpersonal and communication skills, with the ability to inspire a cross-section of people including volunteers, land managers and youth and community groups using a variety of channels
- Experience of using the Microsoft Office 365 applications including Word, Excel, Powerpoint, Teams and Outlook
- Experience of developing a wide range of publications
- Experience of writing for different audiences
- Full, valid UK driving licence

Experience and Skills Desirable

- Familiarity with marketing platforms (eg, Mailchimp)
- Familiarity with GDPR and data protection
- Experience with the provision of training, managing and engagement of volunteers
- Experience of working with diverse community groups and individuals typically under-represented in wildlife conservation
- Experience of liaising and working with conservation conflicts
- Experience of working with young people
- Experience of working in the conservation sector

Personal Qualities

- A demonstrable commitment to and enthusiasm for wildlife conservation
- An outgoing and self-motivated individual with initiative, ambition and drive and the personal qualities to become an ambassador for VWT
- A positive 'can do' attitude
- Ability to meet deadlines
- Well-organised with good attention to detail
- Ability to work well as part of a team and independently

The role may be physically and mentally demanding at times with occasional lone working and long days out in the field. It will also be subject to a DBS check.

9 Funder Requirements

This job has been initiated as a result of significant funding secured from The National Lottery Heritage Fund (TNLHF). The Communications and Engagement Officer will be responsible for providing information and reports to the Fundraising and Communications Manager and Project Manager, as required, for reporting progress to TNLHF.

10 Equity, Diversity and Inclusion

Vincent Wildlife Trust values diversity and is committed to supporting an inclusive culture. We want our staff to feel comfortable to be themselves. We aim to provide an environment where everyone, regardless of background or characteristics, can develop their full potential.

To help us monitor our recruitment process to ensure they meet our Equal Opportunities Policy, all applicants are requested to download and complete our Diversity Monitoring Form. Please return this with your completed Application Form.