



Life on the Edge Communications Assistant

LEVEL:	SCP02
ACCOUNTABLE TO:	Life on the Edge Project Manager, South Devon National Landscape
SALARY:	24,413 per annum
LOCATION:	Follaton House, Plymouth Road, Totnes
CONTRACT:	0.5FTE (18.5hrs/week) on a 12mths Fixed term Contract



Job Purpose

Supported by the South Devon National Landscape's Communications Officer, the Communications Assistant will be involved in the promotion of a wide range of LotE project activity. This postholder will assist in managing existing communication channels and media, whilst also helping develop innovative ways to enable the project improve engagement with existing supporters and increasing reach to new audiences.

Involving people in the conservation of the LotE target species is core to the project, and our Communications Assistant will support in the delivery of our communications strategy to engage with local communities in South Devon and build our profile nationally.

The postholder will be able to learn from project staff and have opportunities to develop their skills and knowledge through formal courses, as well as work under their own initiative with support from project team.

This will include:

- Hands-on experience in various aspects of communications and marketing.
- Exposure to different areas of communication, such as public relations, internal communications, and event management.
- A collaborative and supportive team environment where you can contribute to real projects and initiatives.
- Direct experience of working in environment/conservation sector.

Role Profile

During this 12mth Graduate scheme you can expect to learn techniques and expand theoretical knowledge on the following topics and themes:

You will assist with the delivery of the following elements of the project, and receive both on the job and formal training in the skills required to do this:



- Work with Life on the Edge Project Manager and South Devon National Landscapes Communications Officer to assist in the development and delivery the LotE Communications Plan.
- Provide advice and guidance to the LotE team on communications methods, techniques and channels.
- Assist in the input, management and retrieval of data via social media analytic systems and to establish and update monitoring systems for indicators and outputs.
- Collate and present quarterly analytical data information for National Lottery Heritage Fund reporting (and other funders when required).
- Produce, maintain and improve the range of communications media and promotional material as required, including printed publications, e-newsletters, press releases, annual report, events programme and exhibition displays.
- Assist in the development of project website pages.
- Assist with uploading LotE events to the SDNL website
- Review and maintain a significant social media presence on, Facebook, Instagram and other social media channels.
- Maintain a positive press profile in printed and digital media.
- Respond to LotE general enquiries and ensure key messages and information is accurate and appropriate for the target audience.

Person Specification

Qualifications

Essential	Desirable
<ul style="list-style-type: none"> Education to degree level, ideally in a relevant subject. You will also need to have graduated in the last 3 years. 	
<ul style="list-style-type: none"> Full current UK driving licence 	

Knowledge / Experience

Essential	Desirable
<ul style="list-style-type: none"> Working knowledge and experience of using communication methods and techniques to articulate keys messages. 	<ul style="list-style-type: none"> Good working knowledge and experience of using Canva and Mailchimp.



- Good working knowledge and experience of using desktop publishing and digital marketing / e-newsletter platforms.

- Keen interest in the natural environment, land use, ecosystem services/natural solutions and community engagement.

- Good working knowledge and experience of effectively using Microsoft 365 suite.

Skills / Abilities

Essential	Desirable
<ul style="list-style-type: none"> • Ability to build effective working relationships and collaborations. 	<ul style="list-style-type: none"> • Ability to work with teams across the various partner organisations in the Project.
<ul style="list-style-type: none"> • Ability to communicate in a lively and persuasive manner through a range of media including publications, press, events, the Web, social media, newsletters and presentations. 	<ul style="list-style-type: none"> • Ability to work with a range of audiences adapting actions to meet their needs.
<ul style="list-style-type: none"> • Express good interpersonal skills – Approachable, professional and courteous, with an ability to engage positively with a wide range of groups and individuals. 	<ul style="list-style-type: none"> • Ability to manage and edit website content.
<ul style="list-style-type: none"> • Ability to express complex issues clearly and concisely both verbally and in writing. 	
<ul style="list-style-type: none"> • Ability to effectively use digital media such as photographic and video apps or equipment. 	

General / Other

Essential	Desirable
<ul style="list-style-type: none"> • Ability to self-motivate. 	
<ul style="list-style-type: none"> • Ability to manage workload and competing priorities effectively. 	
<ul style="list-style-type: none"> • Ability to work independently as well as part of a team. 	



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| <ul style="list-style-type: none">• Aptitude for learning and personal development. | |
| <ul style="list-style-type: none">• Ability to access transport and travel to sites | |

General

The list above is not exhaustive; this role profile sets out the duties of the post at the time it was drawn up. Such details may vary from time to time without changing the general character of the duties or the level of responsibility involved.

Safeguarding Children & Adults at Risk

The Council has a Safeguarding Policy which outlines its responsibilities and the responsibilities of its employees. All employees need to be aware of this Policy and comply with the contents.

Equality, Diversity & Inclusion

The Council has an Equalities, Diversity and Inclusion policy which outlines its commitment to creating a culture that respects and values each other's differences, promotes dignity, equality, diversity, and inclusion, encourages individuals to develop and maximise their true potential and combats prejudice, discrimination, and harassment.

Staff Code of Conduct

The public, our communities, customers, and colleagues are entitled to expect the highest standards of conduct from all people working for the Councils. The Code of Conduct sets out the general standards of conduct expected of everyone working for the Councils.

Climate Change

Contribute to the Council's corporate objectives in relation to climate change by considering the environmental impact of individual and collective actions, working to reduce resource and energy use, minimise waste, and anticipate and enhance the efficiency of services in response to a changing climate, wherever possible, to help the council reduce its own carbon footprint and that of the district.