

Position: Head of Marketing and Communications

Location: Hybrid working. Minimum 2 days per week in our central Bristol office.

Salary: £35-40k per annum (pro-rated for part time hours), dependent on experience

Contract: 4 days per week (30 hours per week), 1-year fixed term contract. Potential to extend funding permitting

Reports to: CEO

THE ROLE

Wildscreen has been at the forefront of natural world storytelling for over 40 years, now we need someone to amplify our story.

We are a conservation charity. Our mission is to connect people with nature through storytelling.

Following a period of growth, we're looking for a purpose-driven, creative and experienced communicator who will develop and execute innovative and effective marketing and communications campaigns to grow and scale Wildscreen's reach and impact here in the UK and internationally.

2024 is a big year for us, it will not only host the next edition of the Wildscreen Festival, the world's biggest global gathering of the wildlife film and TV industry, but it will also see us grow our year-round events programme both here in the UK and internationally, with a focus on the global south. We've also just announced the return of our much loved [Wildscreen ARK](#) platform, the world's biggest online nature education hub, with a prototype launching early 2024. There's a lot going on!

We are looking for someone who is innovative and tactical, with a strong track record in developing and implementing engaging multi-platform marketing and comms strategies that will drive audience and income growth across our events, membership and outreach projects. You'll be a powerful communicator passionate about helping more people to connect with nature.

You should be comfortable managing and overseeing many projects at one time, across teams, and be used to working in a fast-paced environment such as a start-up or small charity. We are a small, collaborative, nimble team so we are looking for a teammate who can think big picture but will also muck in and 'do the doing'.

About Wildscreen

Wildscreen envisions a world where natural world storytelling is inclusive, accessible and impactful and where nature is protected and thriving. Wildscreen connects people with nature through storytelling. We democratise the creation of and access to nature's stories.

We achieve our mission through an ecosystem of interventions:

[Wildscreen Festival](#)

Our world-leading international festival, celebrating and advancing natural world storytelling, takes place biennially and is supported by year-round outreach events, partnerships and activities.

[Wildscreen Network](#)

Our dynamic membership network at the heart of the wildlife storytelling industry, nurtures talent, supports professional development, facilitates networking and the evolution of a truly inclusive global community of natural world storytellers.

[Wildscreen Outreach](#)

Our outreach work provides free and affordable access to natural world stories, content, knowledge and education in local communities, empowering a diverse, new generation of natural world storytellers and conservationists.

MAIN DUTIES AND RESPONSIBILITIES

- Own and lead on Wildscreen's communications and marketing strategy to help grow our community, influence and income streams in the UK and internationally
- Lead and support the marketing team (currently 1 x Communications Assistant). Manage team capacity, budget and resource planning including sourcing and management of agencies, freelancers, interns and volunteers
- Collaborate with the CEO and leadership team on annual strategy and budget planning across our different projects, audiences and income streams
- Be Wildscreen's brand guardian, overseeing our tone of voice and visual identity across our external communications
- Responsibility for Wildscreen's digital strategy and content across our channels covering website, e-news and socials
- Maximise our use of data across platforms to provide audience insights and learning that measures impact and supports our strategic goals
- Own the marketing and communications strategy for Wildscreen Festival 2024, taking place 10-14 October 2024. Raising brand awareness to grow sponsorship and ticket income and reach across industry and public audiences
- Build and nurture year-round relationships with media and influencers spanning the film and tv industries and the environmental and education sectors.

SKILLS AND EXPERIENCE

Must haves:

- At least five years' experience working in a marketing and communications role within an agency, charity or purpose-led brand
- Demonstrable experience in strategy development and implementation with measurable KPIs
- Excellent planning, budget and project management skills
- Demonstrable experience of campaign ideation
- Strong skills in data analytics, insight and impact measurement
- Line management experience
- Experience managing content calendars and social media accounts on behalf of a brand or charity
- Strong copywriting skills
- Ability to build strong relationships internally and externally with a range of stakeholders

- Excellent IT and digital skills, including use of Microsoft 365, WordPress, Hootsuite, Canva, Google Analytics and Adobe

Nice to have:

- Good understanding of GDPR and experience of using CRM systems (Salesforce)
- Graphic design skills and experience (i.e., Illustrator, InDesign and Photoshop) and video editing experience
- Experience in community growth and management
- Experience in event marketing and promotion
- An entrepreneurial spirit
- High levels of self-motivation, with the ability to act on own initiative, but also to know when to seek advice.
- An enthusiastic and flexible approach to managing a busy workload, tight deadlines and problem-solving
- A good understanding of social and environmental issues

DIVERSITY AND INCLUSION

Wildscreen is an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation, gender reassignment, marriage or civil partnership, pregnancy or maternity. If you would like any additional support or alternative arrangements during our application process which would make you more comfortable, please do get in touch at jobs@wildscreen.org.

HOW TO APPLY

Please complete the [online application form here](#). This includes a couple of questions to outline your suitability for the role and reasons for applying for this role with Wildscreen. You will also be required to upload a CV.

Please do not include identifiable details such as your name, email or home address on your CV as applications will be reviewed anonymously.

If you have any questions, please contact: jobs@wildscreen.org.

Deadline for applications: Midnight 30 October 2023

Interviews to be held: 16 November 2023

No agencies, please