

Senior Communications Officer

Responsible to National Trails UK CEO, this is a four day a week role, with options for flexible working to enable you to manage your work life balance. This is a one-year fixed term contract which we are actively working to find funding to extend. We are a fully remote team, who meet up roughly every three to four months to work in person, and all occasionally travel to National Trails around the UK.

- Salary – FTE £32,000, 4 days a week

- Annual leave – 25 days a year pro rata. In addition, the office is closed between Christmas and New Year

- Closing date – Midnight 13th July

About National Trails UK and this role:

The National Trails are inspirational, designated long distance routes covering over 6000 miles of rural, urban and coastal environments across the UK. They allow millions of people to experience the nations' spectacular habitats, diverse communities and unique heritage.

[National Trails UK](#), (NTUK), is the champion for the National Trails. We are the only dedicated membership organisation for the National Trails in England, Scotland and Wales, working with and supporting the National Trails to make sure they are truly accessible to all, delivering for people and for nature. We are a small team working across the UK to support our members while also establishing National Trails UK.

As the Senior Communications Officer for NTUK, you will work alongside the NTUK team, colleagues at the individual National Trails and the NTUK Board to begin to implement our 3-year communication strategy which is to be a bold, inclusive and solutions-focused voice for National Trails and NTUK.

As part of this, you will develop and deliver effective multi-channel communications campaigns including through social media and the press, building the public profile of NTUK and awareness of the National Trails family. Inclusivity is at the heart of what we do and all content must reflect this. As well as managing day-to-day comms, the post will deliver comms campaigns which support wider public affairs and stakeholder relations. You will also offer specific comms support to the NTUK projects, and contribute comms expertise to our membership offer - as a point of contact for relevant trail officer questions and advice and coordination of a Communications special interest group.

The successful candidate will be passionate about identifying and breaking down barriers people face in accessing the outdoors, including representation. A self-starter and team player, you will have excellent time management skills, able to deliver high quality work on budget

and on time. You will be an excellent communicator, with proven experience of building successful campaigns across owned and earned media channels. You will have a great eye for a story, excellent writing and multimedia content creation skills, with an understanding and experience of delivering accessibility-first comms and media-worthy content. You will have experience of working with the press and in public relations.

The successful candidate may have some experience of working in membership organisations. You may also have experience of how communications can directly support stakeholder engagement with those in and around government.

Role Responsibilities:

- Deliver the integrated communications plan for NTUK in line with our Communications Strategy
- Manage digital channels - including the NTUK website, LinkedIn and Instagram
- With the wider team, field enquires from NTUK members, and be the first point of contact for members' questions about communications, providing advice on effective, inclusive communication and representation
- Capture, organise and manage evidence and data points that support our communications messages and claims around the benefits of the trails and the value for money they provide
- Write, edit and send out the NTUK Newsletter and other member communications
- Manage key contact lists, including members and media contacts
- Develop and run a Communications Special Interest Group with key colleagues from member National Trails, to work through common challenges and share case studies
- Develop and manage relationships with other charities, grassroots communities, local businesses and community groups and influencers to promote NTUK and to deliver our strategy
- Undertake media monitoring to ensure we are accurately tracking and recording our media coverage
- Work with the CEO to proactively develop media relations, engage journalists and place content in media outlets to build our profile and promote our campaigns through the media
- Support the writing, production and distribution of proactive and responsive press releases and statements
- Monitor social media audiences and trends, identifying opportunities for us to further increase both the profile of NTUK and the National Trails family
- Managing and updating a database of target media; briefing staff
- Support the CEO in public relations work, such as mapping and monitoring comms with key stakeholders
- Support the delivery of policy influencing events to deadline and to budget.

General:

- Support the team in the management of the NTUK budget
- Foster good communications and trusted teamwork with colleagues, volunteers and external partners
- Keep up to date with the communications landscape, identifying trends, challenges and opportunities - particularly within heritage, environment and health & wellbeing sectors
- Support the CEO and team to contribute to NTUK's wider workstreams
- Sometimes travel across the UK to deliver membership work and engage with key partners & stakeholders.

The ideal candidate is:

- Passionate about the outdoors and peoples' access to it: At the heart of NTUK lies our vision of a network of high quality, nature rich National Trails which are valued and used by everyone. The candidate should feel passionate about championing and enabling peoples' access to all the benefits that National Trails bring
- An innovative self-starter: confident in developing and managing their own workplan
- Adaptive and responsive: Able to work flexibly and creatively, responding to new comms opportunities as they arise
- A team player: Able to work effectively within a small team and contributing to the wider team's goals
- Brilliant at building relationships: Able to build rapport and deliver exceptional service and support to our members and partners.

Skills and Experience

Essential:

- Proven experience developing and delivering effective communications campaigns across social media platforms, particularly Instagram and LinkedIn, as well as through press and media channels
- Excellent writing and content creation skills, with the ability to tailor messages for diverse audiences
- Commitment to inclusive communications, ensuring accessibility and representation in all content
- Demonstrated ability to build and maintain relationships with journalists and media outlets, including writing press releases, securing media coverage for events, and working with local, regional, and national news organisations
- Strong storytelling skills, with an ability to convey complex information in a compelling and engaging way
- Experience creating and managing member communications, via email and newsletter updates
- Proven ability to coordinate and lead groups, working effectively with colleagues, volunteers, or stakeholders.

Desirable:

- Experience working with membership organisations, infrastructure charities, business associations, or trade bodies
- Knowledge of key issues relating to access, protected landscapes, outdoor recreation, tourism, and/or the heritage sector in the UK
- Experience supporting stakeholder engagement with those in and around government.

There may be a requirement for some out of hours working in this role during particularly busy periods.

If you have any questions about this role, please get in touch with Polly Martin, CEO, polly@nationaltrails.uk for an informal chat.

To apply for this role, please email Polly, with Communications Officer in the subject field:

- A CV (up to 2 pages)
- An informal cover letter (up to 3 pages), OR a three minute video, sent via WeTransfer, which shows how your experience and skills make you suitable for this role and in particular why working with National Trails UK is of interest to you. This could include links to relevant posts / a portfolio.

Applications should be sent by midnight on **13th July**. Interviews will be held online on Tuesday 29th July.