



## Communications & Engagement Coordinator Apprentice (Nature Recovery)

**Office Base:** Manor House, Little Wittenham, Abingdon, Oxfordshire, OX14 4RA

**Work Location:** This is a hybrid role, with an expectation of working in our beautiful rural office an average of three days per week, including Tuesdays.

You will need to be able to travel to the office independently.

**Work Hours:** 35 hours per week in total (28 hours on the job, 7 hours per week for study leave)

**Duration:** 18 months fixed term. Potential opportunity for a permanent position following successful completion of the apprenticeship.

**Salary:** £25,320 per calendar year. A competitive salary, offering growth and development within the communications and environmental sectors.

**Benefits:** Pension with 9% Employer's Contribution. 15 days leave plus the usual public holidays in England and Wales, as well as an additional three days between Christmas and New Year when the office is closed.

Additional benefits include professional development opportunities by learning from our team, access to outdoor activities and events, and flexible working arrangements.

**Reporting To:** Wild Oxfordshire Chief Executive. You will be mentored and supported by the Chief Executive, with guidance from a team of passionate professionals in the environmental sector. You will be required to produce weekly status reports to help you stay on track and so we can support you to address any issues early.

**Line Reports:** None



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### **Overall Purpose of the Job**

You will play a vital role in connecting people to nature, raising awareness about nature-based solutions, and driving positive change for the natural world in Oxfordshire by leading the creation and execution of engaging communication materials. Our current comms outputs are our [website](#), monthly email Bulletin which includes a [blog](#), twice-yearly printed newsletter, social ([Linked-In](#), [Facebook](#), [Instagram](#), [You-Tube](#) and TikTok; no content on TikTok yet), online and in-person conferences, a variety of walks, talks & workshops throughout the year, [Annual Report](#), project leaflets and [videos](#), advice leaflets, display panel posters & pull-up banners, press releases and radio presentations.

Work with our Chief Executive, trustees, volunteers, and staff team to deliver our Communications & Engagement Plan to inspire and empower more people to create space for nature. We are a group of knowledgeable and experienced scientists, practitioners and engagement specialists inspiring and empowering people to work together effectively for nature's recovery across Oxfordshire. Our audience is wide-ranging and includes community nature groups, local councils, environmental professionals & volunteers, land managers, farmers, landowners, and businesses.

We want to increase our reach and impact – getting more people positively engaged and provide people with the information they need to effectively conserve & enhance nature.

### **Your Main Responsibilities:**

#### **Strategy and Planning**

- Support the Chief Executive to review and update our Communications & Engagement Strategy annually.
- Update our Annual Communications & Engagement Plan, communicate this to the team, and coordinate their input.
- Monitor success by setting targets for activity & engagement, monitoring these, and reporting them to the Chief Exec and staff team.

#### **Creating & Sharing Content**

- Lead the creation, coordination, and execution of engaging communication materials including biannual printed newsletters, press releases, monthly email Bulletin (MailChimp), social media posts and reels on Facebook, Instagram, LinkedIn, videos



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and shorts on YouTube, weekly news, monthly Blog, and fresh content for the website (Webflow).

- Manage our Supporter Database (Donorfy), ensuring it is kept up to date, and is used effectively to send out key communications (e.g. input data, track supporters, and manage communications).

### Event Management

- Support the Chief Executive to organise fundraising and engagement events including our Annual Lecture, annual supporter event, walks & talks (e.g. assisting with logistics, scheduling, promoting events, creating event materials)
- Assist the Nature Recovery Engagement Officer with community events to promote action for nature recovery and the work of Wild Oxfordshire.

### About Wild Oxfordshire

We are a charity seeking to create a more natural, resilient, and biodiverse Oxfordshire for the benefit of all. We catalyse change by identifying needs, convening partnerships and unlocking opportunities for conservation action.

- Collaborating – Bringing people within the conservation sector together at the strategic and operational scale, to work for more effective change, avoiding duplication and conflict.
- Engaging – Providing bespoke advice to inspire and empower individuals and communities to enhance their environment and use nature-based solutions.
- Inspiring – Piloting innovative exemplar on-the-ground activities and sharing stories to encourage others.
- Informing – Horizon-scanning and sharing curated, relevant, and trusted information to raise awareness and facilitate action for nature's recovery.

### Our Values

- Positive - working collaboratively; seeking to understand other points of view and approaches.
- Agile - responding quickly once we have identified a need for conservation action.
- Open - to new ideas, new ways of working and alternative approaches.

## Person Specification

Requirements	Essential or Desirable?
<b>Qualifications</b>	
1. Entry requirements for apprenticeship level 3; 5 GCES including English and Maths, or a completed entry-level apprenticeship	Essential
<b>Knowledge</b>	
1. Interest in current and emerging challenges to nature.	Essential
2. Familiarity with landscapes, habitats, and species in Oxfordshire.	Desirable
3. Understanding of our key audiences (community nature groups, parish & town councils, farmers & landowners, businesses, local government, nature conservation organisations)	Desirable
<b>Experience</b>	
1. Developing, delivering, & monitoring communication and engagement plans.	Desirable
2. Managing Customer Relation Management databases, particularly DonorFy	Desirable
3. Event organisation and delivery.	Desirable
<b>Skills</b>	
1. Ability to complete Content Creator (level 3) apprenticeship	Essential
2. Flair for innovative engagement with a wide range of audiences	Essential
3. Excellent written and verbal communication skills	Essential
4. Project and self-management skills, including an organised approach, good time management, and ability to prioritise work tasks.	Essential
<b>Attributes</b>	
1. Passionate about the natural environment	Essential
2. Enthusiastic and engaging with an ability to connect with people.	Essential
3. Highly motivated and professional, able to demonstrate high standards.	Essential
4. Team player	Essential
5. Tactful, diplomatic, and sensitive to the needs of stakeholders	Essential