



Communications & Engagement Lead

22/07/24



Creating local permanent woodland

Come and work with us

Avon Needs Trees (ANT) is a registered charity creating new, permanent woodland throughout the Bristol-Avon catchment to fight the climate and ecological emergencies.

We fundraise to buy land to create woodlands that will stand for generations, locking up carbon, boosting local biodiversity, and providing natural flood management as well as publicly accessible green space where appropriate.

ANT was founded in 2019 by environmentalist Nikki Jones and a small band of volunteers. They were concerned by how deforested our area had become and that no charity existed to buy land in our catchment to guarantee the permanence of new woodlands.

Since our formation in 2019, we have had two incredibly successful projects in Wiltshire, purchasing two sites of 47 acres, planting and caring for 22,000 native trees with the help of hundreds of volunteers from local and surrounding communities.

In 2023 we started planting Great Avon Wood; a ground-breaking partnership with the Forest of Avon Trust. With over 100 acres of land and 40,000 trees to plant and care for, it was our most ambitious project to date. We have also planted Ed Woods, our first Land Partnership venture, which means we are working with the site landowners to create permanent woodland.

We have just completed the purchase of 420 acre Wick Farm to create Lower Chew Forest, the biggest new woodland in the South West in a generation. We are also leading a Landscape Recovery Project across a wide area of the Chew Valley.

Our Values

Ambitious: Our people are nimble and take opportunities, take urgent action to tackle the climate and nature emergencies, are bold in our ambition and scale

Reasoned: We are thoughtful, ethical and reasoned in how we deliver our ambitions

Positive: We are optimistic about the future and our ability to shape it, meeting our mission and challenges with positivity

Working with us

- Flexible working with an employer with a proven record of sensitivity to range of personal circumstances and needs
- Hybrid working, based on a 35-hour (full time) working week
- 26 days leave per annum, plus bank holidays (all pro rata for part-time staff)
- Wellbeing and resilience focussed employer
- Paid leave for emergencies
- 24/7 free, impartial and confidential support service
- 24/7 free helpline with health professionals
- Pension scheme, with a 3% employer contribution
- Real Living Wage employer, as a minimum

Communications & Engagement Lead

Reporting to: Head of Engagement, Communications & Fundraising (HECF)

Hours of work: 0.8 FTE to full time (35 hours per week) depending on your preference

Duration: Fixed-term contract to March 2027, with the expectation of a permanent contract

Salary: £32,000-£35,000pa, pro rata as relevant. Starting salary depends on experience, with opportunities to receive performance related pay increases within this salary band over time.

Location: Flexible working between home, our offices in central Bristol and with travel across our catchment area

Job Purpose

Your legacy will be a tangible impact on slowing down climate change, helping nature recover and creating social impact by communicating our vision, and the scale of our projects, to a wide range of audiences.

You will join a fast-growing organisation that started in 2019 with four volunteers and has grown to a staff team of nineteen (with more recruitment in the pipeline for 2024), over 1,000 volunteers and ownership of nearly 600 acres of land that will grow woodlands of over 160,000 trees.

We are looking for an experienced communications professional with exceptional media experience and editorial skills.

ANT has a broad and varied network of audiences; stakeholders, partners, landowner and fundraising supporters.

You will help take our impact to the next level by inspiring and influencing others to follow us in our ambitious plans for change.

Main responsibilities

- Work with the Head of Engagement, Communications and Fundraising to develop a new Communications strategy for the organisation
 - As part of this work, look at an overall approach that will guide stakeholder engagement plans for individual projects. This will cover local landowners, project partners, governmental bodies, NGO stakeholders
- Building the narrative & telling stories
 - Develop messaging that captures the imagination of our different audiences - around the scale and ambition of our projects, their innovative aspects
 - Translate complex projects & partnerships into simple, compelling ideas
 - Work with woodland project teams & land managers to identify stories from our habitats that will bring the positive impact of our work to life
 - Coordinate with our Impact & Knowledge lead on our latest impact data and case studies. Present key points to audiences in an accessible way and tell a compelling before-and-after story
- Maximise our media coverage
 - Generate local & national media coverage to build awareness of our projects, in response to external developments where appropriate
 - Work with partner organisations to produce mutually beneficial stories, leveraging their networks and resources
 - Work with the fundraising team to promote our fundraising pushes, in particular our project-based crowdfunding campaigns

- Help prepare statements and presentations for the CEO
- Overall responsibility of our communications channels
 - Build out a proactive calendar of communications based around our events and key points in project timelines
 - Design comms plans around our advocacy and campaigns work
 - Oversight of day to day management of email campaigns and journeys, social, website
 - Coordinate production of high quality content including video and photography
- Line management of the Communications Officer, supporting them to develop and grow their skills
- Engagement
 - As part of the overall comms mix, you will coordinate the stakeholder engagement functions of ANT that work with landowners, strategic partners and local government bodies
 - Ensure that the engagement direction as laid out in the Communications strategy is followed more widely across the organisation
 - In this capacity you will also line manage the Outreach Co-ordinator
- As with all Avon Needs Trees roles, contributing to grant writing and fundraising activities
- Other duties and opportunities as required

Working relationships and expectations

- As a member of the Engagement, Communications & Fundraising team, you will work closely with the HECF and line manage the Communications Officer and Outreach Co-ordinator. You will collaborate more widely across the organisation coordinating comms needs from different teams. You will also work alongside stakeholder engagement roles across the organisation to deliver a joined up approach
- Hybrid working between home and our office (currently on Gloucester Road - a move to central Bristol coming soon) with the expectation of being present in our office or on site more than half the days on the typical week
- Occasional evening and weekend working will be required but this is not a substantial feature of your role
- Our staff maintain an appropriate level of confidentiality, professionalism and discretion at all times
- Our staff comply with organisational policies, procedures, and guidance, and external regulations and laws

Person Specification

Essential / desirable	Specification
Essential	Passion and commitment to addressing the climate and nature emergencies in general and woodland creation in particular
	Ambitious and positive about new opportunities and challenges, especially driving new projects
	Track record of successful communications management, from either the charity or commercial sector
	Experience of generating exposure through press & PR, at a local and a national level

	Understanding of the key principles behind engaging communications, how to influence and persuade, to create an emotive response
	Exceptional copywriting skills, with the ability to adapt and test different styles and tone of voice - from more technical long form, to emotive and inspiring fundraising copy
	An exceptional eye for spotting a story, both proactively planning around our activities but reacting to external events
	Experience managing digital channels in a professional setting - website, email campaigns and socials
	Proven track record of coordinating the production of high quality content across different media
	Experience managing and supporting others in their development
	A good understanding of stakeholder management, across a wide range of audiences
	Ability to thrive in a busy, exciting environment and a results-driven approach and the ability to work proactively on own initiative, continually learning and evaluating projects to improve delivery of our projects
	Educated to A-level or equivalent standard. The post holder should have competent IT skills
Desirable	Technical knowledge and understanding of the climate and biodiversity crises
	An understanding of the charity sector, the challenges specific to it and fundraising channels
	Experience working in campaigns and advocacy in the social impact space
	A suitable home-working environment, or equivalent

How to apply

Application deadline: Thursday 15th August 2024 at noon

Interview date: Week commencing 26th August 2024

Start date: As soon as possible and ideally by October 2024

To complete an application please follow the [link](#) to the form and submit by the deadline above.

If you have any concerns or issues completing the application please email: contact@avonneedstreets.org.uk. Please include the job title "Communications Lead" in the subject line of your email.

Our commitment to equality and equity

We would be grateful if you could also complete our [equal opportunities monitoring form](#). This is used for internally monitoring the diversity of applicants to our roles. Your answers will be anonymous and not be connected with your application, or seen by anyone involved in the decision-making process.

Your application will have all personal details redacted before being assessed by our short-listing panel.

As a Disability Confident employer, we will offer an interview to disabled candidates who meet the essential criteria for the role.

To address any diversity gaps in our team we will also offer an interview to candidates who meet the essential criteria and are from under-represented groups. At this time this applies to those from Black, Asian and minority ethnic groups.

Avon Needs Trees is a Living Wage and Disability Confident accredited employer, and a supporter of the West of England Good Employment Charter. We especially welcome applications from under-represented groups.

