



Communications Manager Job Description

Reports to:	Trustee Comms Lead
Salary:	£36,000 pa FTE
Hours:	0.7 FTE - 26 hours per week
Contract:	18-month fixed term contract
Location:	Primarily home-based, onsite as required

Registered as a charity in 2022, Tir Natur works to advance for the benefit of the public, the improvement and conservation of the physical and natural environment in Wales by restoring the natural processes that create resilient ecosystems through rewilding. In doing so we will reverse declines in biodiversity and bio abundance in Wales. Tir Natur owns a 1200-acre holding in mid Wales, the Cwm Doethie project.

Tir Natur also works to:

- advance the education and the engagement of the public in the principles of ecosystem restoration and rewilding, through the promotion of rewilding principles;
- enhance the well-being of communities in Wales, through the engagement of people with the natural landscapes, and improving access to these landscapes.

Communications Manager is a critical role for Tir Natur, as the post will be responsible for management of all external communication channels, ensuring the Charity's comms is on message and generates interest and energy around our mission. At Tir Natur we are committed to our wide community and all communication is delivered in line with our Welsh language policy. Oral and written Welsh language skills are desirable for this role, and the role holder will need to understand the context of rewilding in Wales.

This project is funded by the Nature Networks Programme. It is being delivered by the Heritage Fund, on behalf of the Welsh Government.

Key Duties & Responsibilities

Support the delivery of key communications for Tir Natur:

- Raise TN's profile using engaging and meaningful comms
- Engage with stakeholders and potential partners that will support our core aims through diverse, meaningful and engaging communications
- Implement comms in line with the Comms Strategy approved by the board of Trustees
- Ensure that the comms strategy is regularly reviewed and amended if appropriate to ensure it reflects the communication needs of Tir Natur and is responsive to external events

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Key Duties & Responsibilities

- Work closely with the Trustee Comms Lead to adapt and improve the Comms Strategy as appropriate, making recommendations to Board
- Liaise with all volunteers, consultants and staff to ensure comms is inline with the approved Comms Strategy
- Ensure all communications are delivered in line with our Welsh Language Policy
- Support fundraising activity working closely with the Fundraising Manager to develop and deliver compelling messaging.
- Identify weaknesses and gaps in comms (eg crisis comms) and notify the Trustee Comms Lead
- Promote events & activities, storytelling to a wider digital audience in liaison with the Communities & Volunteer Officer
- Capture and tell the stories of local people and of Tir Natur's land - living, working, heritage and wildlife.
- Publicise and report on our public open days, workshops with partners, ecological recording weekends and planned work parties for volunteers.
- Deliver short stories that capture activity for the Nature Network fund project.
- Represent Tir Natur at events as required

Manage Tir Natur social media and communication tools:

- Oversee website design, content, and downloadable materials, including accessibility checks
- Instagram, Facebook and any other appropriate social media platforms
- Monitor and comment as appropriate

Manage engagement through non-digital media

- Design and deliver a monthly newsletter and regular blog posts
- Write press and media stories to engage a wider audience in our work

Reporting:

- Track media and build a picture of statistics to measure impact based on outputs
- Provide evidence to document TN's efforts to change the conversation around rewilding in Wales
- Provide detailed monthly reports of reach and engagement across platforms to the Management Committee

Other:

- Review the risk register in relation to comms and advise the Board if necessary.
- Where comms issues arise, report these to the Trustee Comms Lead
- Promote recruitment of Trustees, volunteers and staff
- Work to support Welsh language speakers and learners across Tir Natur
- Work within the policies and procedures of Tir Natur and in a way that meets legal, statutory and best practice requirements
- Proactively seek and propose personal development opportunities and training
- Work to promote equality and diversity principles and practice

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- Work flexibly, including occasional evening and weekend work
- Undertake any other duties as reasonably required