



DIGITAL CONTENT CREATOR (ANGLER ENGAGEMENT)

SALARY:	£10,580 PLUS CONTRIBUTORY PENSION
HOURS:	PART TIME 18.75 HOURS PER WEEK, WITH OCCASIONAL WEEKEND AND EVENING WORKING.
TERM:	FIXED TERM TO 31 MARCH 2023, WHICH MAY BE EXTENDED SUBJECT TO FUNDING AND PERFORMANCE.
LOCATION:	HOMEWORKER/OFFICE-BASED
REPORTS TO:	NATIONAL ANGLER ENGAGEMENT MANAGER

JOB SUMMARY

The Angling Trust is seeking a part time Digital Content Creator to produce blogs and other online content for the Angler Engagement team.

Angler Engagement plays an important role within our National Angling Strategic Services (NASS2) contract work with the Environment Agency. As part of a small team dedicated to this area, the successful applicant will support efforts to ensure that anglers, angling clubs and fisheries receive clear messaging around topics such as:

- Enforcement
- Invasive Non-Native Species
- Funding
- Biosecurity
- Fisheries Management
- River Restoration

These messages are delivered through a combination of channels, including Fisheries Forums, social media pages, blogs and websites. The Digital Content Creator will take active involvement across all of these areas, with key responsibilities for our [Lines on the Water blog](#) and social media content creation.

As a vehicle for showcasing good practice, success stories, and other relevant information, *Lines on the Water* has established itself as a leading platform for fisheries and angling issues in England, with a readership in excess of 10,000 visitors each month. The Digital Content Creator will work with a range of internal and external stakeholders to maintain the output of content on this site, through both copy editing and independent article writing.

Some travel may occasionally be required to gather information and take photographs. As a public facing Angling Trust member of staff, the ability to communicate effectively with anglers both in writing and in person is considered essential. You should have a knowledge of (and passion for) freshwater angling across all disciplines.



JOB DESCRIPTION | DIGITAL CONTENT CREATOR

The Angling Trust is the united representative organisation for marine and freshwater angling in England and Wales. It is joined in a collaborative and co-operative relationship with Fish Legal, a separate membership association using the law to protect fish stocks and the rights of its members throughout the UK.

PRINCIPAL OBJECTIVES AND MAIN DUTIES

The Digital Content Creator (Angler Engagement) is responsible for:

- Developing impactful content for our Lines on the Water blog and other social media outlets
- Social media administration duties
- Liaising with key contacts both internal and external to the organisation
- Maintaining a close working relationship with wider Angling Trust staff to ensure a productive flow of information about the work of the Angling Trust, Environment Agency and other key organisations and campaigns
- Sourcing good quality photographic content for use on our channels of communication
- Any other reasonable tasks / duties required by the National Angler Engagement Manager that fall within the remit of this job description

PERSON SPECIFICATION

The successful candidate will have at least the following essential attributes:

Attribute	Essential	Desirable
EDUCATION/ QUALIFICATIONS	<ul style="list-style-type: none">▪ 5 GCSEs at grade C and above, including Maths & English (or equivalent qualification)	<ul style="list-style-type: none">▪ Degree/ qualification in Journalism
EXPERIENCE	<ul style="list-style-type: none">▪ Experience of using email, internet & IT systems in a formal capacity▪ Experience of article writing & copy editing▪ Experience of using social media across major platforms (Facebook, Twitter, Instagram)▪ Experience of working within a team	<ul style="list-style-type: none">▪ Experience of using social media in a professional setting▪ Writing for a publication▪ Use of WordPress based websites



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		<ul style="list-style-type: none"> Use of Microsoft Teams & Office 365
KNOWLEDGE	<ul style="list-style-type: none"> Freshwater fisheries & angling issues in England Role of the Angling Trust and Environment Agency 	<ul style="list-style-type: none"> Freshwater environmental issues
SKILLS	<ul style="list-style-type: none"> Ability to work independently and within a wider team Basic photography skills Strong administrative and organisational skills Very strong written communication skills 	<ul style="list-style-type: none"> Professional photography skills
QUALITIES	<ul style="list-style-type: none"> Articulate Organised, self-assured & confident Highly motivated Committed to the pursuit of equality of opportunity 	
OTHER	<ul style="list-style-type: none"> Be willing to undertake further training as necessary in order to enhance service delivery Able to work evenings & weekends when required Full, clean driving licence with own vehicle 	

OTHER INFORMATION

Responsible to: The postholder will report to and work very closely with the National Angler Engagement Manager who will conduct annual and interim reviews of performance.



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Location: National, travelling throughout the country. Home working will be considered and/or a hotdesk in either of the Trust's offices in Herefordshire or Derbyshire. Attendance at our offices in Ilkeston and Leominster may be required on occasion.

Holidays and working hours: 23 days leave plus Public Holidays (pro rata), accruing at 1 day per year of service to a maximum of 28 days. Time off in lieu may be accrued for weekend and significant evening working. 3 days of this annual leave must be taken between Christmas and the New Year. Minimum 18.75 hours each week, with flexible working hours. There will be considerable evening and weekend work involved, which may require staying away from home overnight.

Start date: As soon as possible

Miscellaneous: the postholder will be provided with use of a laptop computer and mobile phone. Business expenses may be reclaimed in accordance with our policies.