



ENVIRONMENT COMMUNICATIONS OFFICER

SALARY:	£25,000 PER ANNUM
HOURS:	FULL TIME 37.5 HOURS PER WEEK
TERM:	FIXED TERM – 31 MARCH 2025 (WITH OPPORTUNITY TO EXTEND SUBJECT TO PERFORMANCE)
LOCATION:	HOMEWORKER
REPORTS TO:	HEAD OF MARKETING, COMMUNICATIONS AND MEMBERSHIP

JOB SUMMARY

The Angling Trust are seeking an enthusiastic and hard-working individual to join the Angling Trust supporting our environment team. The role will help to develop and lead on the production of communications to promote the environmental and campaigns work of the Angling Trust and engagement in our 'Love Fishing Love Nature' campaign. The successful candidate will work with the angling community to encourage clubs and fisheries to share and promote the positive action they are undertaking to enhance the environment for fish and fishing but also provide benefits for nature. The individual will also produce communications to highlight the wider benefits of angling for mental health and wellbeing. As well as working closely with the angling community the individual will focus on disseminating the benefits of angling to a wider audience, creating social media content and stories that can be shared with the non-angling community to showcase the contribution of the angling community to conservation. The individual will work closely across the Environment, Campaigns and Communications team to produce regular content that can be shared across a spectrum of communications channels supporting the Angling Trust 'Love Fishing Love Nature' campaign illustrating the substantial work undertaken by the angling community to protect and enhance fish, fishing and marine and freshwater environments. This includes attending volunteer events and visiting clubs to capture and edit photographs and video content to produce high quality media to share on social channels.

Ideally you will have a passion for angling and a knowledge and interest in freshwater and marine environments.

This exciting role will work to advance the communication of the campaigns and environmental work undertaken by the Angling Trust, encouraging the angling community to adopt practices that enhance and protect angling and angling environments and positioning anglers as the key custodians of the freshwater and marine environment. This will involve production of content to share with national media.

As well as creating content for 'Love Fishing Love Nature', the officer will support the production of engaging content to communicate our other two campaigns 'Anglers Against Litter' and 'Anglers Against Pollution' encouraging the uptake of on-the-ground best practice by the freshwater and marine angling community. The officer will work alongside the Angling Trust Campaigns and Marketing Team to enhance the reach and



impact of these campaigns and explore the opportunity for collaboration and funding with different partners.

The Angling Trust is the National Governing Body in England, representing fishing, one of the country's largest participation sports. We are a not-for-profit organisation with a mission is to fight for fish, fishing and the environment, creating opportunities for all within society to experience fishing in a healthy aquatic world. 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.

Angling Trust is committed to equity, diversity and inclusion across our organisation, our membership, and our sport. We particularly encourage applications from women and people who identify as Black, Asian or from a Minority Ethnic background, who are currently under-represented within our organisation. We offer family friendly, flexible working arrangements. We are members of the Sporting Equals Charter and we are actively participating in the Sport England sponsored Inclusive Employers development programme.

PRINCIPAL OBJECTIVES AND MAIN DUTIES

The Environment Communications Officer will be responsible for:

- Generating regular engaging content for multiple Angling Trust communication channels including social media channels, the Angling Trust website, published newsletters and blogs.
- Writing news articles, blogs, promotional material, and other communications to showcase the Angling Trust's freshwater and marine campaigns and environment work to external audiences.
- Collating stories from the angling community to showcase the benefits of fishing for the environment, health, and wellbeing.
- Creating high quality video and photographic content to promote the Angling Trust environmental work and campaigns
- Liaising with the media to position the Angling Trust and the angling community as a key group taking action on freshwater and marine issues.
- Working closely with the environment, campaigns, and communications team to identify opportunities for new content.
- Developing plans and initiatives to increase the reach and engagement of our communications across targeted audiences, both angling and non-angling.
- Acting as a brand champion, ensuring the brand's style and vision is consistently applied to all internal and external communications.
- Supporting the delivery of Angling Trust deliverables as part of the Fisheries Industry Science Partnership projects, including producing and coordinating content for the web portals and communicating outcomes to anglers and the wider public.
- Developing a communications plan and materials to attain above, to ensure the regular production of new content to promote the Angling Trust work to a variety of stakeholders.
- Remaining up to date with new communication trends and techniques



PERSON SPECIFICATION

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

Attribute	Essential	Desirable
<p>EDUCATION/ QUALIFICATIONS</p>	<ul style="list-style-type: none"> ▪ A Levels in English (or equivalent) 	<ul style="list-style-type: none"> ▪ Undergraduate degree (or equivalent experience) in Communication/ Journalism
<p>EXPERIENCE</p>	<ul style="list-style-type: none"> ▪ Background in, or experience of communications and marketing ▪ Familiarity with all modern social media platforms ▪ Ability to accurately collate and report results and critically appraising own performance. ▪ Project management ▪ Experience of effectively communicating and engaging with a range of internal and external stakeholders 	<ul style="list-style-type: none"> ▪ Experience in using data from Google Analytics, Social Media dashboards and Email marketing and using these to develop plans to increase reach and engagement ▪ Experience in video production ▪ Experience of producing social media assets to effectively promote campaigns using Canva or similar
<p>KNOWLEDGE</p>		<ul style="list-style-type: none"> ▪ A keen angler or interested in angling across all disciplines ▪ Knowledge of aquatic environments



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<p>SKILLS</p>	<ul style="list-style-type: none"> ▪ Excellent communication skills with a variety of different audiences ▪ Excellent literacy skills ▪ Excellent administrative skills ▪ Good interpersonal skills ▪ Proven ability to build positive strong internal and external relationships ▪ Well organised and ability to manage time effectively to deliver targets ▪ Leadership skills ▪ Good computer skills including competent use of Microsoft Office including Word, Excel and Outlook ▪ Basic photography and videography skills 	<ul style="list-style-type: none"> ▪ Production of digital media content, including taking and editing photographs and videos
<p>QUALITIES</p>	<ul style="list-style-type: none"> ▪ An effective team player ▪ Ability to meet tight deadlines and work under pressure ▪ Full driving licence and access to a vehicle 	

OTHER INFORMATION

Responsible to: The postholder will report to the Head of Marketing, Communications and Membership.

Location: Home-based but attendance at other locations may be required on occasion.

Working hours: 37.5 hours each week. On occasion some evening and/or weekend working will be required. We are open to discussing flexible working arrangements and job share opportunities.

Holidays: 25 days leave plus Public Holidays, 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.



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Status: This is a fixed term contract to 31st March 2025, which may be extended subject to performance and funding.

Closing date: Monday 28th August 2023. Interviews are likely to be during week commencing Monday 11th September 2023. Please note the applicant will be asked to prepare some short communications materials as part of their interview process.

Start date: ASAP

Miscellaneous: the postholder will be provided with use of a laptop computer and mobile phone, which will remain the property of the Angling Trust at all times. Business expenses may be reclaimed in accordance with our policies.

Enquiries to: Emily Smith, Environment Manager emily.smith@anglingtrust.net

Applications: Should be submitted using our application form available from our website at <https://anglingtrust.net/about-us/angling-trust-vacancies/>. Applications should be submitted to Stuart Sharp, HR and Business Manager, stuart.sharp@anglingtrust.net

Don't meet every single requirement? Studies show that women and people who identify as Black, Asian or from a Minority Ethnic background, are less likely to apply for jobs unless they meet every single criteria. The Angling Trust are committed to building a diverse, inclusive and equitable workplace. If you are interested in this role but your past experience does not align perfectly with everything in the job description, we would still like to hear from you. You may be just the right person for this or other roles.

