



## **COMMUNICATIONS MANAGER (MATERNITY COVER)**

<u>Salary:</u>	£24-28,000 d.o.e. (+ benefits & contributory pension)
<u>Location:</u>	Penryn, Cornwall
<u>Hours:</u>	Full time - 37 per week (Fixed term contract – 12 months)
<u>Closing date:</u>	Midday on Wednesday 18 <sup>th</sup> January 2017
<u>Interview date:</u>	Monday 23 <sup>rd</sup> January 2017
<u>Start date:</u>	Monday 20 <sup>th</sup> February 2017 approx.

### **ABOUT US**

Cool Earth is the charity that works alongside indigenous villages to halt rainforest destruction. Over the last ten years, Cool Earth has used its community-led model to save at-risk rainforest. Unlike any other rainforest NGO, Cool Earth protects forest by empowering the people who live there. We don't buy land or create reserves. We make sure rainforest protection goes hand in hand with better lives.

Cool Earth's success is down to a light touch approach that puts local people back in control of their forest. By helping to build incomes that depend on the forest being kept safe, we work to ensure that forest protection becomes self-funding.

Cool Earth is not funded by governments. Instead we are supported by a loyal group of businesses, trusts, individuals and fundraisers. Their commitment to Cool Earth's pioneering model has created a network of village partners in the Amazon, Congo and Oceania that each year recruit more communities to join in keeping their rainforest standing.

### **ABOUT YOU**

Everything that Cool Earth does starts with our rainforest partners. That's why you'll work alongside our projects team to produce exciting, surprising and compulsive content about everything that Cool Earth does to save rainforest and strengthen village life in Peru, the DR Congo and Papua New Guinea.

You will be responsible for developing and implementing Cool Earth's campaigns and Communications strategy and making sure it is delivered as effectively as possible across our website, social media channels and through supporter updates.



All candidates should have an excellent command of written English, the ability to work calmly under pressure, exceptional creative vision and delight in working with an ambitious team.

Main purpose of the role:

1. To lead the development and delivery of the communications strategy so that all aspects of the charity's work reflect a clear and consistent brand and set of messages across the entire spectrum of communications disciplines (including: digital, media and public relations, brand, marketing, advertising, celebrity management, internal communications, and print materials).
2. To ensure that opportunities across the organisation are maximised to promote Cool Earth's work to new and existing audiences.
3. To advise the Director and Trustees on key organisational aspects of communications – in particular as they relate to profile and reputation – including brand, messaging, and audiences.
4. To contribute to the direction and strategic management of the organisation as an active member of the Senior Management Team, and to lead cross-team programmes as required in support of the long-term development of the organisation.

Primary responsibilities:

1. Managing all of Cool Earth's communications channels and generating content of the very highest quality.
2. Managing the Cool Earth website and CRM system, managing an in-house team and external providers to ensure all external and internal processes are seamless.
3. Working with the Director and fundraising team to develop Cool Earth's campaigns strategy and maximize the value of campaigns across all marketing channels, ensuring consistency of brand and message.
4. To implement and expand the social media strategy to raise our profile and co-ordinate all our external communications including Twitter, Facebook, and Instagram.



5. Lead on all SEO/analytics to inform the communications strategy.
6. Be Cool Earth's brand manager and liaise with the team as a whole to ensure all output is aligned to our brand and message.

### Essential

- Ability to communicate clearly, concisely and compellingly to audiences ranging from trustees and partners to every possible species of funder
- At least three years of leading communications teams
- A demonstrable understanding of the key principles of working with major donors and trusts; corporate fundraising/partnerships; individual giving/direct marketing
- High level of competency with the MS Office suite (e.g. Word, Excel and PowerPoint) and extensive experience of using social media / digital communication tools
- Genuine interest in and commitment to the humanitarian and environmental principles of Cool Earth
- Confident communicator able to build and maintain successful working relationships across a diverse range of people, including at senior level
- Ability to work flexibly, to cope with a heavy workload and complete tasks in a timely way
- Good knowledge of CRM systems and website CMS
- Knowledge of data protection law

### Desirable

- Educated to degree level and/or equivalent level communications qualification
- Ability to speak other languages, e.g. Spanish, French
- Ability to proactively identify key issues, think ahead, anticipate needs and use judgment to adapt
- Ability to remain focused and calm under pressure in order to deal with ambiguities and conflict
- Experience in handling financial, personal and confidential information with discretion.



Things every member of the team is:

- Reliable – we follow through on every job, big or small
- Informed – The world's complicated so we're always curious
- Self-motivated – we fix problems without asking permission
- Tons of initiative – we fix problems by digging for root causes
- Love variety – we're a small team; jobs outside our job spec are a perk
- People person – helping others be more successful is how we improve

Cool Earth uses the following tools:

- Apple Macs
- MS Office
- Adobe Suite for Design
- E-mail sits on the Gmail platform
- Our website uses Wordpress
- CiviCRM holds our supporter data