

JOB DESCRIPTION

Job Title:	Marketing Communications Executive – Products
Department:	Fundraising
Team:	Supporter Marketing
Reports to:	Marketing Communications Manager – Product Development
Location:	Hybrid-worker / Grantham
Hours of work:	37.5
Contract:	Full time, permanent
Direct Reports:	0
Dimensions:	Budget and Financial Management
Created/Reviewed date:	May 2023

Job Purpose

The Marketing Communications Executive – Products will support in the development and delivery of the Woodland Trust’s products with a specific focus on raffle and dedications. They will manage the detailed delivery of effective multichannel marketing to increase income and recruit supporters

The Person – Expertise & Experience

- Marketing experience in a similar role that includes understanding of segmented, audience focused marketing and briefing colleagues and agencies or suppliers
- An understanding of marketing channels, including digital, social, advertising, direct mail, publications and outbound
- Team working skills and the ability to build and maintain positive working relationships
- Excellent organisational skills with attention to detail and the ability to multi-task
- Superb verbal and written communication skills and the confidence to represent the Woodland Trust, both internally and externally in a professional and positive manner with the ability to tailor communications to varying audiences
- Full clean UK driving license and ability to travel to remote locations across the UK
- Personable, diplomatic and empathetic with strong listening skills
- Outstanding communication skills – must be confident and comfortable communicating through formal and informal methods to engage and inspire a range of audiences and individuals
- IT literate, specifically experience of Microsoft office and database management
- Ability to travel frequently to meetings, site visits and events within the region and the UK, with some overnight stays.

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- Understanding of audience profiling (desired)
- Knowledge of the not for profit/charity sector (desired)
- Understanding of Gambling Commission compliance (desired)

The Role - Key Accountabilities

- Support development and delivery of Woodland Trust products, inputting into product lifecycle, ongoing management and analysis
- Planning and delivery of the Woodland Trust raffle programme, managing the marketing activity including media planning, organising the digital raffle platform and co-ordinating the electronic raffle draw, ensuring compliance with the Gambling Commission of raffle activity
- Marketing activity management including compiling creative briefs
- Scheduling and managing print and mailing processes
- Liaising with internal teams to deliver activity
- Managing, planning and delivering campaigns for cold and warm audiences
- Managing briefing and delivery with external agencies
- Identify and support the implementation of improved processes to streamline product development
- Generate income and increase profits from all activity, contributing to our overall income and money supporter targets
- Day to day management of operational activity, co-ordinating key activities to ensure deadlines are met for external campaigns
- Maximise opportunities to gain and maintain communications consent. Be responsible for compliance and maintaining accurate records in accordance with GDPR.

Influence

- Identify, develop, and build effective relationships with internal and external teams to deliver communications, marketing, and asset production
- Foster effective relationships internally and externally to engage and inspire a range of audiences and individuals

Resources Management

- Budget and Financial Management
- Responsible for monitoring spend and cost control
- Responsible for maintaining systems and records
- Responsible for fostering effective relationships with supporters, external agencies

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Our Nature

- **Grow Together** – We are a team that grow together; made up of unique roles and expertise. We communicate effectively, forging partnerships inside and out, building understanding and trust, valuing differences, and recognising each other.
- **Explore** – We know exploration is important, it's how we come up with the best ideas. We won't always get it right but learn and share as we go. We are bold about who we are and encourage healthy challenge.
- **Focus** – We create clarity & stay focused, ready to adapt when we need to. We are empowered to take the time to reflect so that we can develop & work smarter.
- **Make it Count** – We need to create a lasting positive impact. We keep the big picture in mind, harnessing passion and inspiring others to connect with us as we aim to make a genuine difference.

In order to achieve our ambitious aims for people and wildlife we recognise 'how we need to be' as people and as an organisation. We expect all of our people to commit to this ideal to help us fulfil our purpose

At the Woodland Trust, we believe everyone deserves to have their lives enriched by trees and woods. We encourage applications that reflect the richness of human diversity and promise the only thing we assess within your application is how you have demonstrated your suitability for the job, and nothing else.

We all have a duty to ensure that our acts or omissions at work do not impact on the health and safety of others and ourselves and that we abide by any safety measures as directed and in accordance with the Woodland Trust Health & Safety Policy.