



Job Description and Role Specification

Job Title: Wilder Hickling – Communications and Engagement Officer

Contract Type Fixed term contract Part-time 4/5 – until 31 March 2028. With potential to extend and increase in hours dependant on securing funding for the project delivery stage.

Role Purpose

Be responsible for the day-to-day development and implementation of the communications plan for the Wilder Hickling project, acting as a central point of contact between NWT and project stakeholders

To support the delivery of engagement activity with residents of Hickling parish and with communities in close proximity to Hickling in order to ensure feedback, ideas and concerns, especially from those audiences not familiar with Hickling Broad and Marshes nature reserve, are fed into the development phase of the project and included in the final plans for the delivery phase.

The Wilder Hickling project focuses on Norfolk Wildlife Trust's Hickling Broad and Marshes, one of the UK's most important wetlands. We urgently need to enable the adaptation of its nationally important habitats to improve their resilience to climate change. These adaptations, along with recent acquisitions of property at Hickling Staithe and additional land at the reserve, are an opportunity to create a uniquely accessible gateway for people to the largest and wildest of the Norfolk Broads.

We will:

Create conditions to allow Hickling's habitats to adapt to future higher water levels, forming a 160Ha shifting mosaic of sustainably managed wetland benefitting breeding crane, spoonbill, marsh harrier, bittern, lapwing and swallowtail butterfly.

Connect more people to nature by creating 'experience arcs' from Hickling Staithe to NWT Hickling Broad and Marshes National Nature Reserve, substantially improving inclusive access to Broadland habitats and enabling visitors to immerse themselves in nature on both land and water.

NWT has been successful in securing funding from the National Lottery Heritage Fund for the development phase of this project.

REPORTING TO: Visitor Experience Manager (Broads)

LINE MANAGEMENT OF THE FOLLOWING ROLES:

None although this role may be required to recruit, support and supervise volunteers

OTHER WORKING RELATIONSHIPS

Within the organisation

Wilder Hickling Project Team
Hickling Visitor Centre Team (staff and volunteers)
Comms and Marketing Team
Volunteer Coordinator

Outside the organisation;

Project partners such as Nancy Oldfield Trust
Hickling Parish Council (PC) and PC working group
Wilder Hickling stakeholders (e.g. Windsurfing club, Sailing Club, Pleasure Boat pub, U3A, etc)
Hickling Residents
Residents in surrounding villages and towns including Stalham, Sutton, Catfield.
Supporting organisations such as Vision Norfolk and Inclusive Norwich

ENGAGEMENT DUTIES

- 1) With support from the Wilder Hickling project team create a stakeholder/community engagement plan and use this to scope, develop and facilitate consultation with local residents, community groups and stakeholders within the *Wilder Hickling* project area.
- 2) Oversee community liaison, maintaining strong links with local Parish Councils and other Community leaders (schools, faith groups, care settings etc)
- 3) Identify and work with local organisations to encourage them to find out more about the opportunities offered through the Wilder Hickling project with a view to them becoming more involved with the project on a longer-term basis through the Delivery Phase and beyond.
- 4) Support under-represented and disconnected groups within the project area to enable diverse audiences to contribute their experiences of heritage and nature and to make a contribution to the development of plans during the project Development Phase and their implementation during the Delivery Phase.
- 5) Support the development and management of the Hickling Parish Council led working group and help feed learnings from this group into the wider project.
- 6) Support the delivery of a programme of engagement activities and events, including co-ordinating project drop in sessions, surveys, and visits that are responsive to the interests and needs of different communities and which they can access in ways and at times that suit them. In addition ensure an NWT presence at local events.
- 7) Monitor, document and report on engagement activities in line with the evaluation framework agreed by the Project Board.

COMMUNICATION DUTIES

- 8) With support from the Wilder Hickling project team develop and implement a communications plan and calendar of communications activity for the Wilder Hickling project, acting as a central point of contact between the project team and NWT's PR & Comms team.

- 9) Produce content on the project, ensuring it is clear, user-friendly, accurate and inspirational, for NWT's communication channels including digital channels, and Tern (NWT's member's magazine).
- 10) Write email newsletter copy for NWT member and supporter mailings and for inclusion in external newsletter mailings and partner communications to a wide range of audiences.
- 11) Under the direction of the PR & Comms Manager, work with the project team and Wildlife Trust colleagues to identify media opportunities and craft compelling stories to secure high profile and high impact positive media coverage across broadcast and print.
- 12) With support from the PR & Comms team manage and respond to project information requests from journalists in a timely manner.
- 13) Prepare interview briefs and spokespeople for media interviews and be prepared to act as project spokesperson if required.
- 14) Support the project team to deliver high quality internal communications for NWT including regular project updates through internal channels and at meetings such as All Staff Days.
- 15) Follow NWT's brand guidelines to ensure our communications consistently convey brand elements including visual identity, tone of voice and values.

OTHER DUTIES

- 16) Contribute to funder reports as required.
- 17) Monitor, document and report on engagement and communication activities in line with the evaluation framework agreed by the Project Board.
- 18) Work with the Evaluation Consultant on the interim and final evaluation report.
- 19) Participate and support shared learning within existing and new communities which promotes self-supporting peer-led networks.
- 20) Ensure a thorough understanding of, and adherence to, NWT's organisational policies and procedures, especially with regard to Health and Safety, safeguarding and Equality Diversity and Inclusion (EDI).
- 21) In accordance with NWT's policies ensure data capture and data management is compliant with GDPR.

OTHER RELEVANT FACTORS OF THE JOB

Will be expected to work flexible and sometimes unsocial hours including weekends.

May be expected to use own transport on NWT business (with own business use insurance if applicable).

PERSON SPECIFICATION:

Essential

- Engage with and be able to demonstrate our organisational values when interacting with colleagues, volunteers, and members of the public.
- Proven experience of developing and supporting community activities and projects and working with voluntary and community groups.
- Proven experience of community consultation work and audience development.
- An ability to communicate effectively with people from a wide range of backgrounds and communicate clearly and effectively both verbally and in writing. Ability to listen, absorb and allow effective conversation. Excellent public speaker.
- Experience of planning and delivering communications plans that have successfully achieved their objectives and targets.
- Experience in copywriting, creating engaging content and tailoring communications to fit a variety of media and a wide range of target audiences.
- Committed to producing accessible and inclusive communications.
- Enjoy building positive relationships and networks and have experience in successfully collaborating with and influencing internal and external stakeholders
- Work well both in a team and on own initiative.
- Highly organised, able to work under own initiative, with the capacity to prioritise and work across multiple demands at any one time.
- Use a range of ICT applications, including in particular Microsoft Office Word, Excel and Powerpoint.
- Current driving licence or access to fully funded alternative transport to locations not served by public transport.

Desirable

- A passion for nature and the outdoors.
- An understanding of the barriers to community involvement and how they may be overcome.
- Experience in public relations and communications, including preparing press releases, writing and editing articles, and working with the media.
- Experience of monitoring and evaluation techniques, across a range of audiences and levels.
- Willingness to work evenings and weekends and general flexibility in working hours.

We value respect, integrity, trust and responsibility. We want our people to be as diverse as nature itself and so we particularly encourage applications from those currently under-represented within our sector, including people from minority ethnic backgrounds and people with disabilities. We welcome people of all backgrounds and levels of experience with nature and continually strive to improve our culture and practices. We are committed to creating a movement that recognises and truly values individual differences and identities. Please let us know if you require any adjustment processes to make our recruitment process more accessible.

LIMITS OF AUTHORITY:

1. Raise purchase orders
2. Keep confidential records of volunteers' personal information.

HEALTH AND SAFETY

Attached with contract.

RISK ASSESSMENT

Provided with employment contract. Reviewed annually as part of Annual Appraisal

