

Hawk Conservancy Trust
Visitor Centre, Sarson Lane
Weyhill, Andover
Hampshire, SP11 8DY

T: 01264 773 850
F: 01264 773 772
E: info@hawkconservancy.org
www.hawkconservancy.org



Where the sky's the limit

Marketing and Communications Executive

We are looking for someone to fill a varied and exciting role at the award-winning Hawk Conservancy Trust. This role will work to create a varied and innovative programme of marketing activities to excite, engage and inspire our audience.

Responsible to: Marketing and Communications Manager

Where: Hawk Conservancy Trust, Sarson Lane, Weyhill, Andover, SP11 8DY
(four miles west of Andover, ½ mile from the A303)

Hours: Full-time, 9am – 5.30pm (occasional evening and weekend work required)

Salary: £19,500-£23,000

About the Hawk Conservancy Trust

The Hawk Conservancy Trust is a conservation charity and award-winning visitor centre with a mission to conserve birds of prey. Set in 22 acres of woodland and wildflower meadow, the Trust is a centre of excellence for learning about raptors, habitats, ecology and conservation, and having a fun-filled day! There are over 130 birds of prey on view, from owls to eagles! Many of these birds are involved in the spectacular daily flying demonstrations, whilst others are part of important breeding projects.

Main purpose and scope of the role:

This role is full of variety and will provide a fantastic level of creative marketing. Developing a range of marketing campaigns including social media and digital campaigns, you'll gain experience with planning, research, analytics, advertising, exhibitions and the production of marketing materials. This role is for a brand champion who will work to ensure that all marketing communication is relevant, accurate, up-to-date, and adheres to the brand guidelines, professionally representing the Trust as a leader in bird of prey conservation and as an award winning visitor centre. The role will inspire our audience to visit and increase support for and awareness of the conservation work undertaken by the Trust.

Main duties and responsibilities:

- Taking the lead on social media; content creation and planning
- Working with the Trust's designer to develop adverts and promotional material
- Leading the promotion and set up of events' marketing

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- Ensuring the communications are kept up to date including on-site and on the website
- Creating marketing materials such as leaflets and posters including writing copy and selecting images
- Coordinating creation of e-newsletters and members' newsletters
- Managing the photographic competition and photo library
- Marketing performance analysis and reporting
- Working with volunteers to support the work of the Marketing Team.
- Attending and representing the Trust at external exhibitions and events.

Person Specification:

This role would suit someone who is highly organised; able to be logical, analytical and structured, yet creative and imaginative; and able to write effectively for diverse audiences.

Customer-focus and an ingrained understanding of the importance of outstanding customer service and exceeding customer expectations is paramount across the whole of the Trust. Being a crucial part of that team is a key requirement of this role, as well as having high standards and resilience to cope with multiple deadlines and competing pressures.

Experience with social media management, including Facebook, Twitter, Instagram and YouTube is vital. Other computer skills central to this role include e-newsletter creation, photo and video editing, and CRM use. Familiarity with CMS systems, graphics design, SEO and analytics will be beneficial.

We hope that if you are not already enthusiastic and passionate about wildlife and birds of prey that you soon will be.

APPLICATION

Please submit a CV together with a covering letter noting the role for which you are applying, to hr@hawkconservancy.org or by post to Human Resources, Hawk Conservancy Trust, Sarson Lane, Weyhill, Andover, Hampshire, SP11 8DY.

Closing date for applications: Rolling until we get the right candidate!

Please Note: the position is subject to DBS (Disclosure and Barring Service) check and references. Due to the location it is important to have your own transport.

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