

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

T: 01264 773 850  
E: [info@hawkconservancy.org](mailto:info@hawkconservancy.org)  
[www.hawkconservancy.org](http://www.hawkconservancy.org)



Where the sky's the limit

## Marketing and Communications Manager

### Overview:

We are looking to fill a varied and exciting role at the award-winning Hawk Conservancy Trust. This role will be responsible for creating and delivering a diverse and innovative programme of high-quality marketing and communication activities to excite, engage and inspire our audience. Collaborating across the organisation, and with partners, the Marketing and Communications Manager will work across various platforms to raise awareness and generate income and support, whilst ensuring brand consistency and accuracy. Marketing is at the heart of the Trust's success and is integral to the Trust's customer-focused ethos. Excellent project management skills are required to manage the range of work the team are responsible for.

### About the Hawk Conservancy Trust:

The Hawk Conservancy Trust is a conservation charity and award-winning visitor attraction 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 programmes.

### Working hours and Salary

40 hours per week

(occasional evening and weekend work required, with a rota system for monitoring socials out of hours)

£28,000 - £32,000 per year based on experience

This is a full-time, permanent role based at our centre in rural Hampshire.

### Reports To:

Head of Marketing, Communications and Fundraising

### Main purpose and scope of the job:

This role is full of variety and creativity. You will be responsible for delivering the annual marketing and communications plan which will include project management, social media, digital campaigns, planning, research, analytics, advertising, exhibitions and the production of marketing materials. The role is a brand champion, working 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 and research work undertaken by the Trust.

CONNECT WITH US



@HawkConservancy

CONSERVATION EDUCATION RESEARCH REHABILITATION

HAWK CONSERVANCY TRUST LTD  
CHARITY NO: 1092349 | COMPANY NO: 4304161 | VAT NO: 997 3248 63

THE HAWK CONSERVANCY TRADING COMPANY LTD  
COMPANY NO: 5028485



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#### Key responsibilities:

- Develop the annual marketing and communications plan, in collaboration with the Head of Marketing, Communications and Fundraising.
- Produce high quality written, visual and digital content
- Manage social media, content creation and planning
- Manage digital advertising, content creation and planning
- Translate complex projects into engaging and accessible stories in collaboration with the rest of the team
- Manage and develop advertising and promotional material (some in-house, some liaising with graphic designer)
- Lead the promotion and set up of events' marketing
- Ensure all communications are updated and accurate
- Manage and create marketing materials such as leaflets and posters including writing copy and selecting images
- Manage and create e-newsletters and Membership newsletters
- Ensure a consistent tone of voice and messaging
- Responsible for the photographic competition and photo library
- Responsible for marketing performance analysis and reporting, using analytics to improve performance and reach
- Work closely with other departments to generate content to support the work of the Marketing, Communications and Fundraising Team
- Work with volunteers to support the work of the Marketing, Communications and Fundraising Team
- Attend and represent the Trust at external exhibitions and events
- Line management of small team of junior staff and volunteers
- Ensure all after-sales communication is relevant, accurate, up-to-date and within brand guidelines
- Manage, curate and promote customer opt-ins for communications, using data extraction for mailings and other requirements
- Other duties as required and deputising for the Head of Marketing, Communication and Fundraising when required

#### Person specification:

##### Behavioural traits

- Passionate, friendly, knowledgeable, uplifting, aspiring, genuine (our values)
- Professional and trustworthy
- Proactive, self-motivated and purpose-driven
- Collaborative



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## Skills and Experience

### Essential

- Proven experience in a marketing and communications role.
- Highly organised; able to be logical, analytical and structured, resilient and able to manage multiple projects, deadlines and competing priorities
- Strong copywriting and storytelling skills, able to produce creative and imaginative content for diverse audiences
- Proficient in Canva and Microsoft Office, familiar with photo and video editing
- Proven experience managing websites (WordPress)
- Proven experience with social media management, including Facebook, TikTok, Instagram and YouTube
- Proven experience with managing digital advertising including Meta and Google
- Proven experience with e-newsletter creation using Mailchimp
- Strong reporting and analytical skills, familiar with digital analytics (Google, Meta etc)
- Excellent verbal and written communication skills
- Ability to work collaboratively with all team members, internal and external
- Customer-focus, an ingrained understanding of the importance of outstanding customer service. Exceeding customer expectations is paramount across the whole of the Trust

### Desirable

- Degree-level qualification in marketing or communications.
- 3+ years in a similar role.
- Experience using data and analytics to measure impact.
- Experience in charity, public or community sector.
- Familiarity with CMS systems
- Familiarity with CRM systems
- Knowledge of SEO and AIO
- Graphic design
- Knowledge of data protection best practices

Subject to references and DBS check

### Application:

#### Actively interviewing. Closing date for applications: 9 March 2026.

We may choose to close applications early if we have received sufficient applications, so please don't wait until the closing date to apply.

**How to apply:** please email hr@hawkconservancy.org **your CV and covering letter** explaining why you think you are the right candidate for this role and highlighting any experience that may support your application. Your covering letter should be no longer than 750 words.



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