

JOB DESCRIPTION

1. IDENTIFICATION OF JOB

JOB TITLE	- Senior Partnerships Communications Manager
FUNCTION	- Development
RESPONSIBLE TO	- Director of Development
RESPONSIBLE FOR	- Freelance communications support, partnership communications, corporate communications, internal communications, agency contracts for media buying, creative and digital marketing services
BUDGETS HELD	- Delegated budget management for design, creative assets, media advertising, promotional events and marketing campaigns

2. OVERALL, PURPOSE OF JOB

Leading the planning, creation and delivery of communications for National Parks Partnerships through digital channels, campaigns, internal communications, public relations and corporate communications to the highest possible standards of excellence. Delivering communications to secure new corporate partnerships and to support existing key corporate partnership accounts.

3. WHO ARE WE LOOKING FOR?

We are looking for a confident communications, marketing or campaign professional, who has demonstrable experience of handling partnership communications for sponsors, corporates or funder clients. We are seeking someone that enjoys bringing a brief to life and generating impactful communications, content and campaigns. You will understand how to meet and exceed partner's communications expectations. You'll be happy to work as part of a small, remote team and able to get hands-on with anything from copywriting to content creation to digital campaigns. Most importantly colleagues and clients will love working with you due to your can-do attitude; attention to detail and creativity.

4. ABOUT NATIONAL PARKS PARTNERSHIPS (NPP)

National Parks Partnerships (NPP) identifies, secures and manages commercial and strategic UK level partnerships for the fifteen UK National Parks. With a successful track record including partnerships with leading companies including BMW UK, Santander UK, Estée Lauder Companies UK & Ireland, American Express Foundation, Palladium, Columbia Sportswear, CLIF, Sykes Cottages and Forest Holidays. NPP is a small but entrepreneurial entity that strives to grow the National Parks family's impact, resources and influence. More about NPP can be found here:

<https://www.nationalparks.uk/national-parks-partnerships/>

NPP also partners with Palladium to deliver the award-winning Revere initiative that is driving the engagement of the National Parks in private investment into nature activity with the vision to restore landscapes at scale and to fight the climate and biodiversity crises. More can be found about Revere here: www.revere.eco

Thanks to a DEFRA funded programme of activity and securing major new private sector partnerships, NPP has grown operations with the aim of securing and delivering even more value to our fifteen UK National Parks. This period also sees NPP build a strong collaborative working relationship with the National Landscape Association on corporate income generation and private investment into nature. This is an exciting time to join a dynamic team that works to support the nation's inspiring and vital protected landscapes.

5. MAIN RESPONSIBILITIES

Strategy

- Work with the Development Director and Director to create the strategic communications plan.
- Lead the planning and delivery of communications plans for NPP's major corporate partnerships.
- Lead the planning and delivery of the communications plan for the Revere partnership.

New Business

- Identify opportunities for the promotion of NPP and the National Parks to target audiences including target companies, funders and those seeking to invest in nature restoration.
- Identify speaker and/or event opportunities that will help to promote NPP, National Parks or their partners to future supporters.
- Use the customer database in terms of lead generation communications and work with relevant agencies to deliver direct marketing campaigns ensuring adherence to the latest Data Protection Regulations.

Account Management

- Identify new and/or improved routes to delivering partnership communications within a multi-stakeholder setting.
- Ensure strategic use of the communications budget to deliver the most impact for NPP, National Parks and NPP's partners.

- Work as part of a small account management team to plan and ensure delivery of the communications aspects of NPP's major corporate accounts.
- Build positive relationships with NPP's clients, in particular their communications, PR/media agencies or staff.
- Collaborate with the communications teams in the National Parks and the central communications unit to ensure engagement with partnership campaign delivery.

Content development and creation

- Manage content plans to increase awareness and engagement with corporate partners.
- Manage the content calendar across all channels, including the website, blog, newsletter and social media.
- Analyse the distribution of content through the most efficient channels including social media, email and digital platforms using tracking systems.
- Plan, generate, aggregate and curate the production of written, graphic design, photography and video content which improves corporate partnership engagement based on brand guidelines.
- Produce and oversee briefs for execution of content and creative assets for use by in-house teams, suppliers and agencies.

Internal communications

- Ensure active collaboration with the UK communications unit on the planning and delivery of partnership communications.
- Support both the UK communications unit and local National Parks communications teams in fulfilling any partnership communications requirements that may fall to them, ensuring that all content, materials and guidance is readily available and offering additional support where required.

Decision making

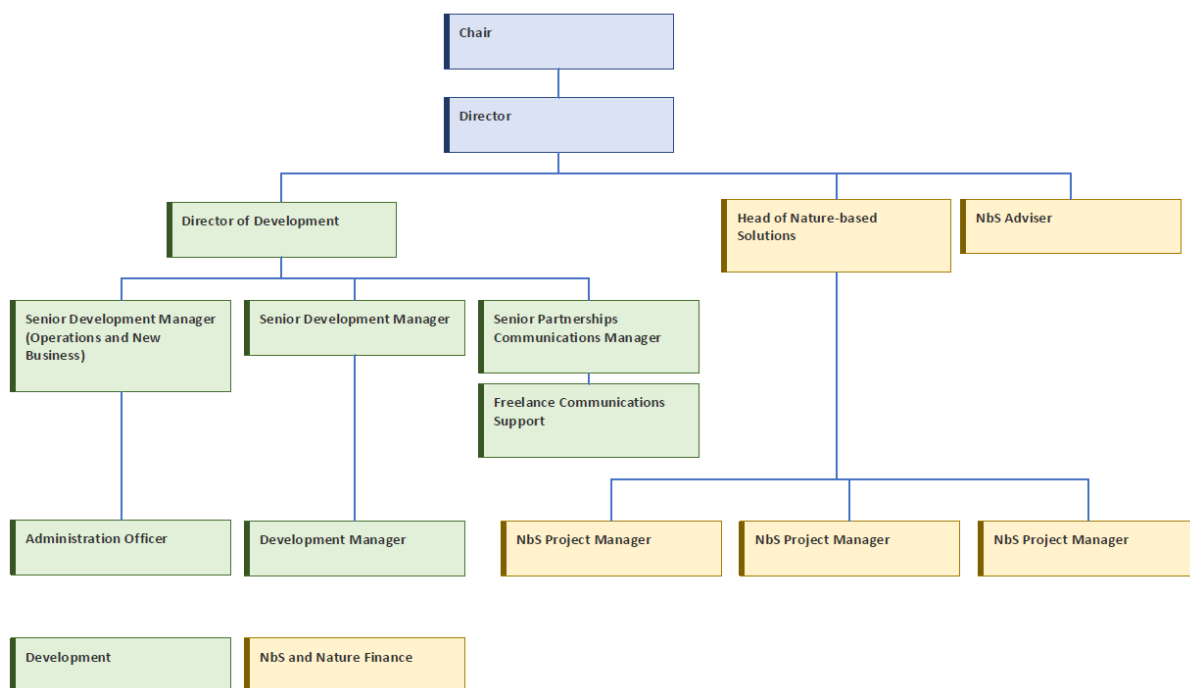
- Create, manage and schedule regular campaigns which fit into the overall Strategic Communications Plan.
- Autonomy for day-to-day management and decision making for agreed campaign plans including all content and distribution channels.
- Follow procurement procedures to tender supplier and agency support.
- Manage supplier and agency contracts, flagging any risks to the line manager on a weekly basis.

Reporting and relationships

- Report to the Development Director and work closely alongside the Senior Development Manager who leads on partnership account management to create new partnerships communication plans.
- Manages the freelance communications support (1 year contract for c.2 days per week) to help deliver agreed work plan including the Revere communications plan.
- Build positive working relationships with the communications teams in the fifteen UK National Parks and the central UK communications unit to help deliver the NPP internal communications plan and to support partnership led campaigns

- Daily / continuous contact with stakeholders, suppliers and agencies including face to face, email, telephone to ensure delivery is on track for the agreed content marketing plans
- Regular contact with stakeholders, partners, suppliers and other teams across the organisation to ensure people are working to the agreed plans and colleagues are updated on content and design information.
- To be a member of the Development Team, contributing to regular planning and reporting as required.
- To undertake other relevant duties as directed by the Development Director or Director.

5. ORGANISATION CHART



6. ESSENTIAL SKILLS AND EXPERIENCE

	Essential (E) or Desirable (D)	How measured: Application (A), Interview and assessment (I)
QUALIFICATIONS and EXPERIENCE		
Minimum three years of mid-level Manager responsible for planning and delivering impactful communications; partnerships communications and campaigns experience ideally in the B2B or not-for-profit sector.	E	A
Demonstrable experience of working on accounts serving a partner client (such as a funder, sponsor or project partner).	E	A, I
Educated with a relevant degree or equivalent experience in a related subject.	E	A

KNOWLEDGE		
Use of marketing systems including website, social media, email and reporting to improve efficiency.	E	A, I
Working knowledge of CRM systems (NPP uses eTapestry)	D	A, I
Up to date knowledge of social media and experience in planning and delivering targeted, integrated digital communications.	D	A, I
SKILLS		
Ability to manage multiple projects and stakeholders simultaneously.	E	A, I
Lead content creation including creative development with agencies	E	A, I
Excellent writing skills, with the ability to write accurate and engaging content for a range of audiences and distil complex issues into easy-to-understand communications.	E	A, I
Management of digital marketing channels including website (Wordpress), social media (mainly Linked In) and newsletters (Mailchimp). Basic website UX skills to assess the customer journey. Practical website content management skills in creating, designing and uploading content. Newsletter creation, management and development.	E	A, I
Professional copy writing skills especially developing messaging including position statements and regular copywriting for web and social media.	E	A, I
Creation of analytics reports measuring performance against KPIs and adjusting approaches where needed.	E	A, I
Writing press releases, securing and tracking media coverage.	E	A, I
Presentation skills to wider team, National Park staff and NPP Board if required.	E	A, I
Experience of using video editing software (Final Cut Pro, Adobe Premier or similar).	D	A, I
Experience of using design software (Adobe InDesign, Canva or similar).	D	A, I
PERSONAL QUALITIES		
Enthusiastic, self-motivated, able to generate ideas and an appetite for partnership working	E	A, I
Creative flair and positive outlook	E	A, I
Works independently and able to contribute as part of a team in a positive, collaborative style	E	A, I
Highly organised with excellent attention to detail and ability to work to deadlines	E	A, I
Commitment to environmental issues and a passion for the National Parks	D	A, I
Commitment to equal opportunities	E	A, I

7. TERMS AND CONDITIONS

This is a full time, six months fixed term contract role working 37.5 hours per week. There is an option for this role to be 0.8 FTE working 30 hours per week. There is a possibility of a contract extension beyond this time.

The successful candidate will be appointed at £41k per annum (pro-rated for six months and 0.8 FTE by agreement).

Benefits of working with NPP

Pension

Where appropriate, staff are automatically enrolled in the company pension scheme.

Annual Leave and Bank Holiday Allowance

We offer 25 days annual leave pro-rated and 8 days public bank holidays with the option of using bank holidays as leave.

Place of Work

We are a virtual team who all work from home, which will require a suitable home office working environment. IT equipment including laptop and screen is provided. There will be some in-person team meetings and occasional UK travel will be required.

Learning and Development

Everyone at the NPP is supported to develop their skills and capabilities. All new employees joining will have a full induction to the NPP work and our policies. We also encourage our employees to take up volunteering opportunities as a great way to share skills, while developing new insights and stronger links with our communities.

Staff Wellbeing

We have measures in place to assist with the wellbeing of our staff including flexible working – to allow for variations in your hours Monday to Friday, where this is compatible with business needs and is by arrangement.

Unsocial hours

Due to the nature of the work some unsocial hours will be required in the evenings and weekends to ensure the effective implementation of this post. Time off in lieu is applicable for this role.

Driving licence

A full driving licence is required as the post-holder will often need to travel and will be expected to have a vehicle available for use on NPP business, for which the NPP will pay mileage (currently 45p per mile).

Policies and procedures

All staff are required to abide by organisational policies and procedures and to contribute to the smooth administration of the NPP.