

Senior Partnerships Communications Manager

Welcome from National Parks Partnerships

National Parks Partnerships was set up to support the 15 UK National Parks by identifying and securing partnership opportunities with businesses across licensing, sponsorship, cause-related initiatives and fundraising activities.

Since our inception in 2015 we've come a long way, establishing high impact partnerships generating vital revenue for Parks and co-founding the Revere initiative to generate private investment into nature at scale. With an expanded team and recently-launched campaigns, we're excited to be recruiting a Senior Partnerships Communications Manager to join our team and be a part of our vital work for nature, people and planet.

The UK's National Parks

The 15 UK National Parks are the best place to explore the British countryside. Hosting over 100 million visits every year, they are some of the best-loved and most treasured landscapes in the UK. They cover over 10% of Great Britain's landmass and are home to over 450,000 residents.

Protecting and enhancing these places is more important than ever. The climate emergency has highlighted the need to harness nature-based interventions on the road to a low carbon society. These places also play a vital role in the nation's health and well-being, still fulfilling their original role as 'the green lungs of the nation'.

Each National Park is managed by its own National Park Authority. The primary funder of the authorities are for England, DEFRA, and for Wales and Scotland, their respective governments.

The income and support that NPP generates is part of a deliberate strategy to diversify income streams for National Parks, to help fund and amplify their vital work.

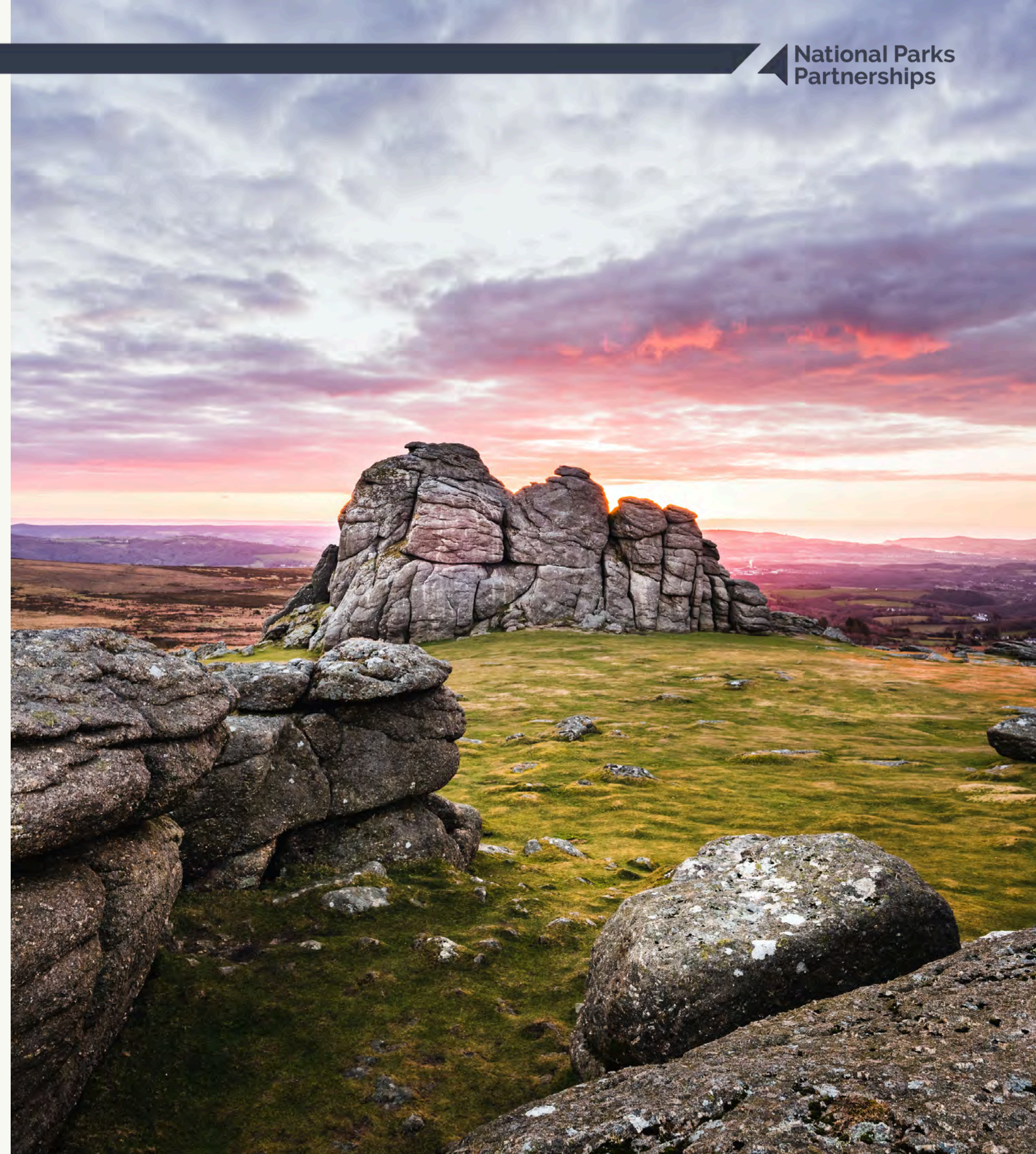


Overview of the role

You are a confident communications, marketing or campaign professional, that 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.



Senior Partnerships Communications Manager

Remuneration: £41,000 per annum, pro-rated

Term: Six month fixed-term contract

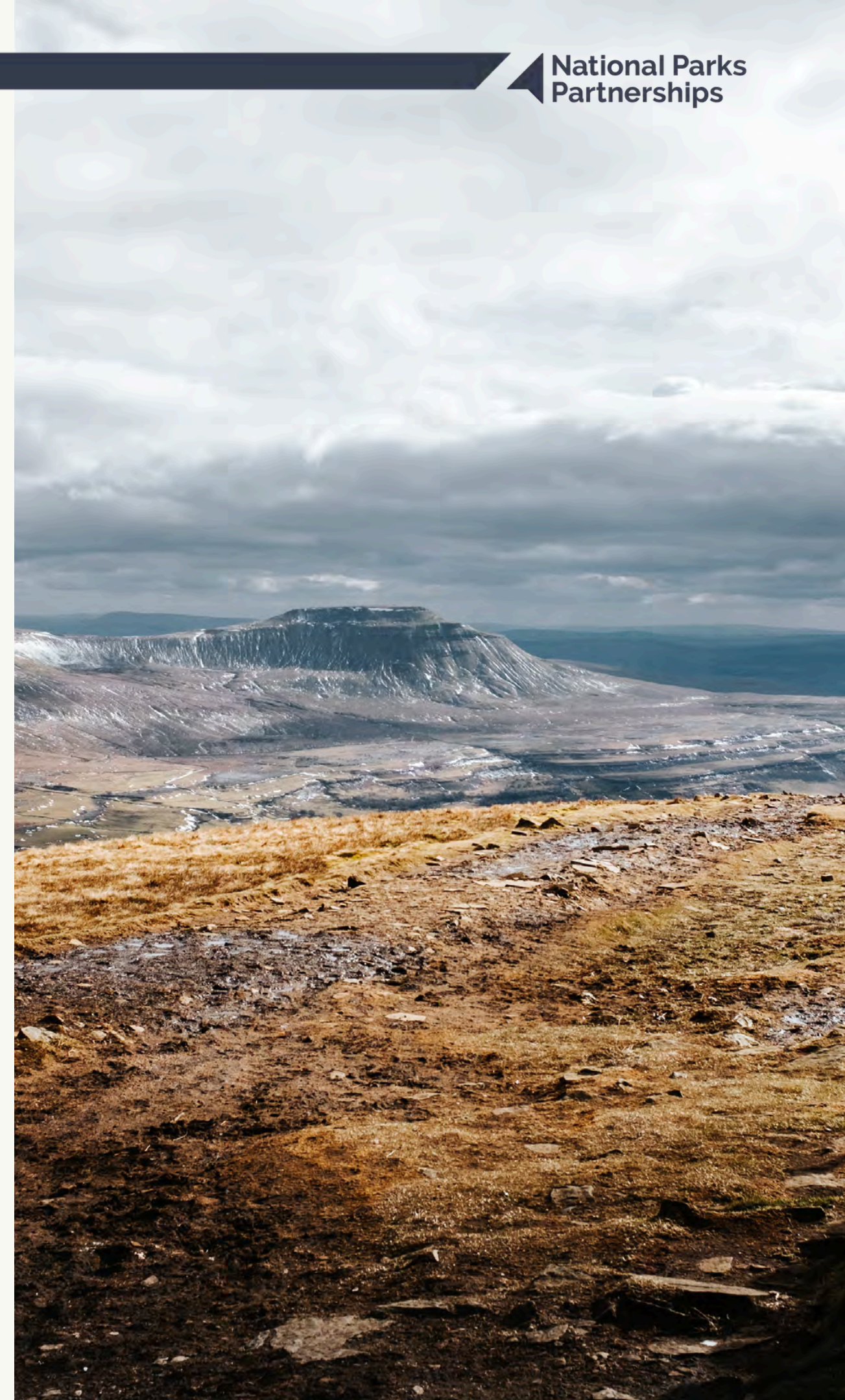
Reports to: Director of Development

Hours: Full time (37.5 hours/week), with a possibility of 0.8FTE

Location: Home-based with occasional UK travel required (occasionally overnight)

Benefits: 25 days annual leave (pro-rated plus Bank Holidays), company pension, flexible working

Purpose: The Senior Partnerships Communications Manager will lead on 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. To ensure communications are in place to secure new corporate partnerships and to support existing key corporate partnership accounts.



Person specification and key skills

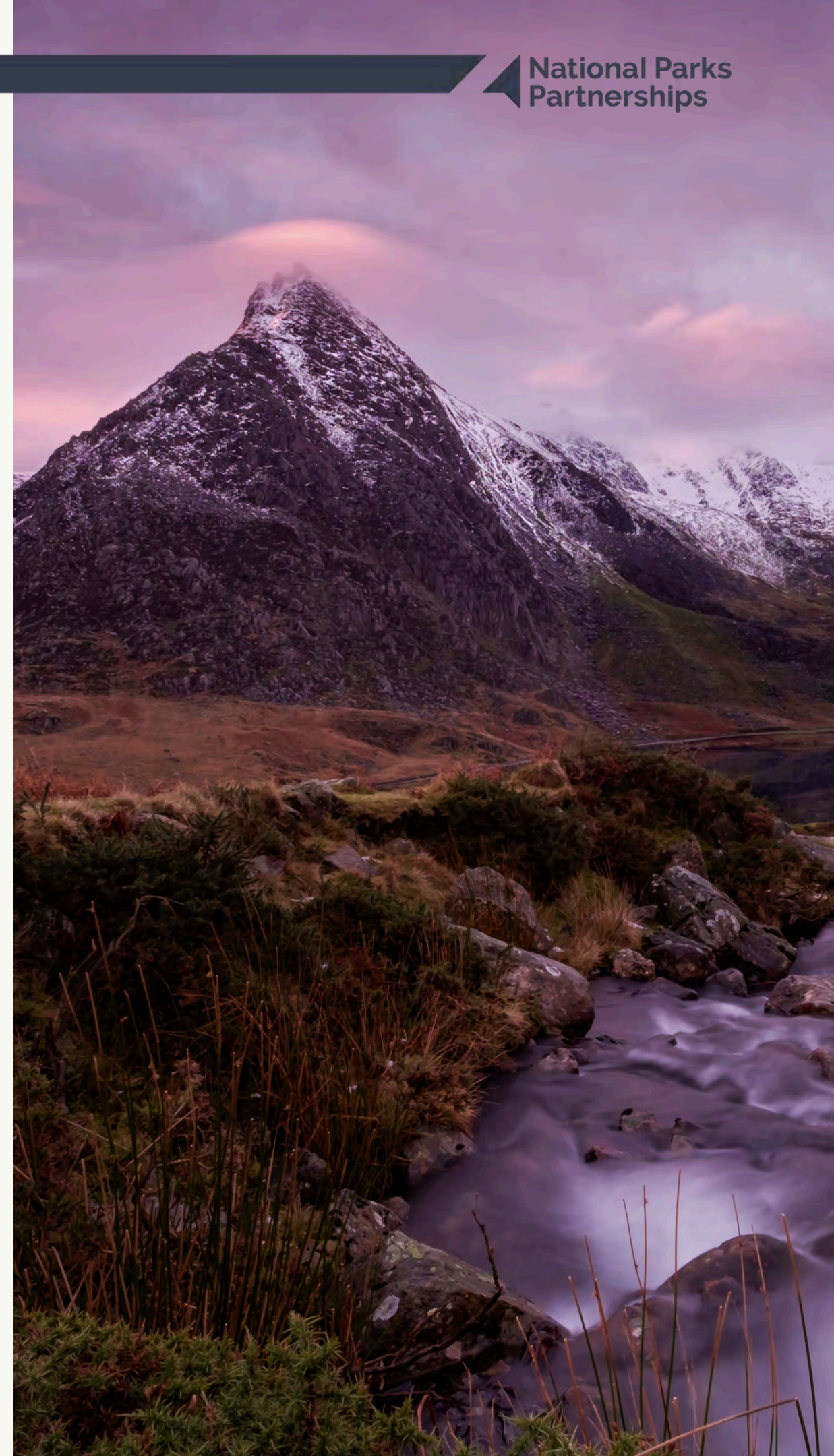
Essential

- 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.
- Demonstrable experience of working on accounts serving a partner client (such as a funder, sponsor or project partner)
- Educated with a relevant degree or equivalent experience in a related subject.
- Use of marketing systems including website, social media, email and reporting to improve efficiency.
- Ability to manage multiple projects and stakeholders simultaneously
- Lead content creation including creative development with agencies
- 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
- 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.
- Professional copy writing skills especially developing messaging including position statements and regular copywriting for web and social media

- Creation of analytics reports measuring performance against KPIs and adjusting approaches where needed
- Writing press releases, securing and tracking media coverage
- Presentation skills to wider team, National Park staff and NPP Board if required
- Enthusiastic, self-motivated, able to generate ideas and an appetite for partnership working
- Creative flair and positive outlook
- Works independently and able to contribute as part of a team in a positive, collaborative style
- Highly organised with excellent attention to detail and ability to work to deadlines
- Commitment to equal opportunities

Desirable

- Working knowledge of CRM systems (NPP uses eTapestry)
- Up to date knowledge of social media and experience in planning and delivering targeted, integrated digital communications.
- Experience of using video editing software (Final Cut Pro, Adobe Premier or similar)
- Experience of using design software (Adobe InDesign, Canva or similar)
- Commitment to environmental issues and a passion for the National Parks



How to apply

To apply for the Senior Partnerships Communications Manager role, please send a completed application form and covering letter to nathan.sharp@nationalparks.co.uk by 5pm on Friday 6th September 2024.

If you'd like to have an informal chat about the role, please contact David Bourque, Development Director: david.bourque@nationalparks.co.uk

This recruitment pack should be read in conjunction with the full job description provided.

