

## WOODLAND TRUST JOB DESCRIPTION

<b>Job Title:</b> Head of Communications & Insight	<b>Salary Range:</b> circa £40k per annum	<b>Date Prepared:</b> Feb 2009
<b>Department:</b> Communications & Engagement	<b>Responsible To:</b> Director of Communications & Engagement	<b>Review Date:</b>
<b>Summary of Job:</b> Develop the Trust's consumer insight base Create and gain alignment to an integrated annual communications plan for the Trust Lead the development of the key enduring messages that will rally the public to our causes Manage the development of inspiring communications campaigns and creative executions to deliver these messages Drive integration across all our communications (mass and specialist audience) Act as Guardian of the Woodland Trust Brand		
<b>Education/Experience Required:</b> <ul style="list-style-type: none"><li>• Strong knowledge of consumer insight techniques (both desk research and commissioning research)</li><li>• Blue Chip Client and/or Agency side experience in Brand Strategy and/or Marketing Communications and/or Planning</li><li>• Senior Management Experience</li><li>• Degree level education</li><li>• Ideally, formal qualification in Marketing Communications</li><li>• Understanding of emerging communications channels such as digital, word of mouth, social media</li></ul>		
<b>Qualities Required:</b> <ul style="list-style-type: none"><li>• Instinctive feeling for brands, consumers and media</li><li>• Strong understanding of the communications planning and creative development process</li><li>• Creative yet structured thinker</li><li>• Excellent influencing, leadership and change management skills</li><li>• Proven people development skills</li><li>• Good at analytical thinking</li><li>• Strong at process management</li><li>• Strong Agency Management Skills</li><li>• Flexible, resilient and comfortable with ambiguity</li></ul>		

**Key Duties:**

- Build and maintain a consumer insight base that articulates consumer beliefs and feelings towards Woods & Trees and the Woodland Trust; and reactions to our possible messages
- Use this to develop the key enduring messages that will rally the public to our cause
- Develop an annual communications calendar, integrated multi-media campaigns and inspiring creative executions for the mass public
- Act as Project Director and/or Manager for major integrated communications projects, co-ordinating public relations, e-communications and direct marketing
- Scope, build the business case and test new communications channels such as Advertising, Search and Word of Mouth
- Champion consistency across mass and specialist communications, ensuring the best ideas are rolled out widely
- Ensure all communications are consistent with the target Brand Personality and Brand Visual Identity
- Partner with the Corporate team to ensure that the message of partnerships support the Trust's communications objectives
- Partner with project owners to develop integrated communications plans for specific projects and/or specialist audiences (eg landowners)
- Champion the evaluation of communications activity
- Manage Publications, Design Studio, Print & Production, Photo Library and Volunteer Speakers Scheme plus a Communications Officer
- Deputise for the Director of Communications & Engagement on Communications issues
- Ensure compliance with Health & Safety policy within the Communications team

**The list of tasks shown above is not exclusive nor does their order indicate the priority attached to them.  
The job holder may, therefore, be required to perform other duties which may reasonably be assigned to them by their manager or supervisor.**

**We all have a duty to ensure that our acts or omissions at work do not impact on the health and safety of others and ourselves and that we abide by any safety measures as directed and in accordance with the Woodland Trust Health & Safety Policy**