



WHITLEY FUND FOR NATURE (WFN)

HEAD OF COMMUNICATIONS - JOB SPECIFICATION

WFN is a UK-registered charity (www.whitleyaward.org no. 1081455) offering funding (Awards), training and media profile to inspiring leaders of wildlife conservation projects across the Global South. We support pragmatic, sustainable and long-lasting work rooted in science and community involvement. The charity funds projects directly and we remain in regular contact with our winners. WFN also raises awareness of the serious problems facing wildlife, landscapes, climate and people through promoting the work of our winners. We focus support on nationals (leaders who were either born in the country where they work or have gained nationality) and aim to build the capacity of successful local NGOs and grassroots work. We fund mainly in Africa, Asia and Latin America where income is often hardest to raise and can have the biggest impact for people and biodiversity. Our funding is raised each year, mainly from family foundations and trusts, as well as from individuals, corporates and international NGOs, with a current annual income of £2m/year. WFN is governed by a committed trustee board. Our small team is dynamic, hard-working and strives to go above and beyond expectations. The charity benefits from high profile support from Patron, HRH The Princess Royal, Trustee Sir David Attenborough, and Ambassadors Kate Humble and Tom Heap. Next year, WFN will be marking its 30th anniversary, which provides a special opportunity to celebrate 30 years of supporting inspiring conservation leaders, and to look to the future. In line with our ambition to raise £3m/year by 2025, we are expanding our team to meet targets and increase the amount of support we can channel to our growing network of conservationists around the world as we seek to further raise their profile and foster south-south collaborations among WFN alumni.

HEAD OF COMMUNICATIONS - JOB SPECIFICATION REPORTING TO THE DIRECTOR

COMMUNICATIONS STRATEGY

In line with our mission and as a 'Conservation Optimism' partner, WFN champions the sharing of success stories that resonate with supporters and demonstrate we can make a difference. WFN's communications seek to amplify the work of our winners and raise the profile of WFN.

- Lead on developing WFN's Communication Strategy for the year ahead in January annually. This includes a month-by-month strategy for comms and PR across digital and print platforms, to be signed off by the Director.

PR

Throughout the year, WFN actively works to secure PR coverage for Whitley Award winners. Increased visibility helps winners to attract further funding, gain new connections, and increase political clout – all tools which strengthen conservation work.

- Ensure WFN produces newsworthy, relevant and timely content for press, donors, the international conservation community and public that aligns with global environmental agendas.
- Lead WFN's PR, securing coverage of the charity, our events and winners in UK and international media throughout the year, targeting newspapers, magazines, radio, TV, podcasts and online outlets.
- Create and distribute press releases and image albums for winners, WFN, and charity



events

- Build relationships with key journalists to whom pitches can be made, and maintain WFN's press list in Salesforce
- Produce and share digital toolkits for press and partners to bolster campaigns
- Represent WFN at PR/media conferences and communications events where apt
- Identify and pursue new media opportunities for WFN, working with the Director
- Respond quickly to press enquiries, supply materials, arrange interviews and accompany winners at interviews as required
- Collate charity or winner press coverage throughout the year, including using Google Alerts
- Lead on the production and publication of our annual Communications Impact Report

DIGITAL

WFN's digital communications raise awareness of the charity and our winners, bolster fundraising efforts and contribute to global conservation conversations, positioning WFN as a leader within the sector. Within this role there is scope to develop timely and topical communications campaigns.

E-letters

- Lead in the design and production of our regular e-letter and distribute via Vertical Response integrated with Salesforce
- Work with the Director and Head of Partnerships (HoP) to create an annual Charity Update video for e-distribution
- Maintain high levels of e-letter engagement (>35% open rate)
- Maintain and bolster our e-letter list by collecting and accurately storing recipient data
- Continually review and evolve our e-letter software to ensure it meets the charity's needs, is modern and user-friendly

Social media

- Lead on the development of WFN's social media strategy across Twitter, Instagram, Facebook, YouTube and LinkedIn accounts, with day-to-day support from the Fundraising Officer (FO)
- Oversee content sign off for all channels
- Work with a small budget to boost posts

Website

- Lead on WFN's website acting as our Webmaster, continually reviewing and evolving the appearance and functionality to ensure modern and user friendly
- Act as the primary contact with our external developer, Interconnect IT, to ensure the website is operational with working links, up-to-date information and consistent branding
- Monitor and maximise website traffic using Google Analytics, SEO, and other digital engagement strategies
- Lead on the creation of content for the website including news stories, press releases and videos. In addition:

For Winners/ grantees

- Work to deliver an approachable, easy to understand website that is user friendly
- Regular review of all pages, especially winner pages, to ensure they are up to date, adding new grant information, achievements, website links, photos etc.



- Ensure all grant application information is up to date and available during the grant application window

For Fundraising

- Create an annual list of winner achievements in December, working with the Head of Grants (HoG), for online and print distribution
- Draft summaries of the new Continuation Funding and Nature-Based Solutions projects supported by WFN annually in autumn
- Under the guidance of the HoP, work to deliver an appealing, informative and dynamic website that inspires donors
- Recognise WFN's donors, partners and sponsors on the website
- Ensure online donation facility is always operational with all relevant information up to date, links functioning, Legacy information available etc.

BRANDING

WFN has been at the forefront of the international conservation sector for 29 years, being one of the first charities to channel funding to grassroots leaders working in their home countries.

- Ensure all WFN comms are 'on brand'
- Work with the Director on changes to the WFN logo when needed
- Ensure winners and partners are provided with the correct branding assets and guidelines with which to recognise WFN
- Implement WFN's Pride campaign annually during the month of June
- Oversee any changes to the WFN NextGen logo including monarch caterpillar
- Regularly create and update WFN team e-signatures
- Ensure proper photo crediting is followed when using images throughout WFN communications

EVENTS

Whitley Awards Ceremony

The Whitley Awards are the result of an international search to find, fund, train and put a spotlight on outstanding grassroots leaders and their conservation projects. Finalists are invited to London for a week of training and events, culminating with the Whitley Awards Ceremony, where winners receive their Awards from WFN Patron, HRH The Princess Royal in front of 450 guests and many more tuning in via our livestream.

Main activities include:

- Support the HoG on launching and distributing the annual call for Whitley Award applications
- Work with the Director to develop a Ceremony 'theme' each year, to be implemented through a communications campaign
- Lead on creation of the Ceremony invitations, booklet, and winner banners, with support from the Director and liaising with external design and printing companies
- Lead on Ceremony PR to secure media coverage in the UK and overseas, including creating and issuing press packs, pitching to journalists, securing and running interviews with winners, managing media attendance at the ceremony and collating coverage



- Collate media questionnaires from finalists, and support the Director in securing footage, photographs and crediting details (liaising with external company) as required
- Support the Director with the creation of winner films, providing input on theme and concept, (liaising with external film production company)
- Design PDF e-invitations for other events during the week including the Friends Event and the NGO Reception, in collaboration with the HoP and the Grants and Networks Officer, respectively.
- Manage digital ceremony communications including creation of e-letters, website pages, email signatures and visual assets, delegating to the FO when needed and during the Ceremony week
- Setting the strategy for the Ceremony social media campaign and digital toolkit, with implementation led by the FO
- Support organisation of additional events as required during the Awards week
- Support with the productions and distribution of post-Ceremony films
- Organise Ceremony photographer
- After the Ceremony, liaise with the FO on uploading content to the website and across social media platforms including press releases, photographs, news stories and films.

Throughout the year WFN holds other fundraising events ranging from intimate dinners with winners and supporters, to major fundraising events such as public lectures and galas which will require the assistance of the HoC.

OPERATIONS SUPPORT

- Budget: Follow the charity's financial procedures, negotiate and agree terms with the suppliers of all activities delegated to your post (as agreed at the annual budget meeting) and ensure the costs of the activities do not exceed the budgeted level without appropriate authority.
- Other duties as may be requested by the Director from time to time. This job description is not exhaustive and may evolve.