

Candidate pack for Marketing and Communication Officer

Summary of Terms

Job Title:	Marketing and Communication Officer
Salary:	£13,200 for 22.5 hrs per week (equivalent to £22,000 full time role)
Hours:	22.5 hours per week (part time) – options for flexible working
Duration of post:	Permanent
Location:	<p>Main Office - River Stewardship Company office (Sheffield).</p> <p>Home working is an option providing you have access to the work sites primarily across Yorkshire but also East Midlands, North East and Greater Manchester</p> <p>RSC are currently setting up a secondary base in Leeds</p>
Annual leave:	Up to 25 days as this allocation includes bank holidays which will be provided in the allowance if these fall on contracted work days
Pension:	7% company contribution
Other benefits:	Use of RSC work vehicles, including electric pool car, mobile phone, appropriate PPE and laptop. Access to healthcare scheme (through Westfield Health – Level 2) and Cycle to Work Scheme; Contractual sick pay (7 days full pay). Options for bonus depending on performance of company. Appropriate training and development programme

Application Process

This application pack contains the job description, person specification, and terms of the post. Applicants wishing to apply for the post must complete the applications form (available to download from our website <https://the-rsc.co.uk/work-for-us> and submit to info@the-rsc.co.uk by 5pm on 30th of March 2022.

Shortlisted candidates will be notified by the 6th April 2022. Interview dates will be confirmed at this stage, but are likely to be the 12 - 14th April 2022.

For an informal discussion about the post, please contact Brendon Wittram on 0114 354 0012 or brendon.wittram@the-rsc.co.uk.

Background

River Stewardship Company is a social enterprise with a rapidly growing portfolio of commercial waterway maintenance projects with the Environment Agency, local authorities, riparian landowners and others. RSC have an expanding set of projects including the delivery moorland restoration works across the South Pennines. Through commercial or grant-funded projects, we also deliver programmes of community engagement (educational activities in schools, volunteer days, festivals, events and other activities) designed to connect, inspire and empower local people to improve themselves, their community and their local patch of waterway. We call this programme of community engagement and social impact activity 'Riverlution'.

River Stewardship Company are 13 years old and have grown rapidly in the last four years, increasing in size and turnover by 200% during this period. We are on course to quadruple in size by 2031. This role is designed to promote the growth of the company and the role will develop as the company expands.

This is an excellent opportunity for a motivated, passionate and reliable person to join our delivery team as a Marketing and Communications Officer; they will develop our brand presence to ensure that our work is celebrated and to drive new opportunities. We're looking for a resourceful, vibrant and enthusiastic person, with an interest in waterways, bio-diversity and the environment, to join our growing team and help us expand and grow the reputation of RSC and Riverlution.

Job purpose and description

The Marketing and Communications Officer will join our Office team to manage and develop our brand, marketing strategy, social media, and public relations.

The Marketing and Communications Officer will be responsible to the Managing Director. They will work closely with the rest of the team to collect information about projects, clients, and commercial opportunities and translate those into marketing and communication opportunities.

Specific Duties and Responsibilities

- **Strategy and planning.** You will develop the marketing and communications operational plan for the organisation, building on existing work to identify priorities and a plan of action.
- **Social media management.** You will run RSC's social media accounts, including Instagram, Facebook, Twitter, and LinkedIn. Create content for the social media platforms, post content, and monitor responses. You will gather information for content creation – for instance, attending projects to take photographs or obtaining information from other team members.
- **Website management.** We are in the process of a website rebuild. When the new website is live, you will create content for the website (such as articles/blog posts/news updates/case studies) and post them to the website using the content management system. You will keep relevant areas of the website up to date.
- **Communications.** You will build relationships with local news outlets and seek opportunities for RSC's work to be shared more widely, including in local and regional news. You will draft any necessary press reports, and actively approach local organisations with ideas for features.
- **Creation of collateral.** You will create the necessary marketing collateral for the business and various projects. For instance, you will create information documents about community outreach projects, advertisements for volunteer days, and marketing information about commercial services where appropriate.
- **Setting the tone.** You will look after RSC's brand image – including adopting and amending guidelines on tone, content, approach, and relevant connected areas of our public image.
- **Outreach.** You will engage with RSC's audience – both commercial clients and community volunteers and groups – by newsletters, updates, and similar methods.
- **Data management.** You will manage RSC's mailing list data, website data, and social media data. You will keep this safe and secure and optimise its lawful use.
- **Reporting.** You will monitor the analytics for the website and for social media platforms and report on these quarterly.

About You - Person Specification

Essential skills, knowledge and experience	Method of assessment
<ul style="list-style-type: none"> • Experience/or training in marketing and communications. • Experience/or training managing social media accounts. • A background in or demonstrated interest and learning in marketing and branding (for instance, understanding of key drivers of engagement, the best ways to improve outreach, etc.) • A track-record of managing multiple work elements at the same time. • Willingness to learn and trial new options and techniques. • Understanding of, or willingness to learn, the works undertaken by River Stewardship Company. • Excellent administrative skills including IT literacy, report writing and recording systems. • Good verbal and written communication skills with the ability to influence and engage a wide range of individuals and organisations. • Good interpersonal skills and the ability to work effectively with businesses, individuals and communities of all ages, backgrounds and abilities. • A dynamic and enthusiastic person who is able to grow within the role to help shape the role. • Flexibility, confidence and enthusiasm, with evidence of self-motivation and the ability to work well on their own initiative and as part of a team. • An appreciation of and commitment to equal opportunities issues. • A commitment to personal and professional development of self and others. 	<p>APPLICATION FORM/ INTERVIEW</p>
Desirable skills, knowledge and experience	Method of assessment
<ul style="list-style-type: none"> • A full, clean UK driving license with a minimum of 2 years of driving experience. • Experience managing the social media accounts for an organisation (as well as personal). • Experience creating content for websites, blogs, etc. such as articles, news updates, or case studies. 	<p>APPLICATION FORM/ INTERVIEW</p>

Introduction to River Stewardship Company

River Stewardship Company is a social enterprise with a rapidly growing portfolio of commercial waterway maintenance projects with the Environment Agency, local authorities, riparian landowners and others. Through commercial or grant-funded projects, we also deliver programmes of community engagement (educational activities in schools, volunteer days, festivals, events and other activities) designed to connect, inspire and empower local people to improve themselves, their community and their local patch of waterway. We call this programme of community engagement and social impact activity 'Riverlution'.

Our vision sets out our ambition for the future; it is there to guide and inspire us.

Better waterways for people, places and wildlife.



Our mission sets out what we do and how we do it to achieve our vision.

Maintaining and enhancing waterways; inspiring, empowering and connecting communities.



Commercial services and markets

We aim to provide a 'one-stop-shop' around the maintenance and enhancement of waterways.

We list the services that we offer as:

Watercourse maintenance. Includes long-term, holistic maintenance services for riparian landowners and others. This will often include multiple and seasonal activities, such as tree, invasive weed and litter and debris management.

Invasive non-native species management. Typically includes the management of Japanese knotweed (excluding domestic property), giant hogweed, floating pennywort and Himalayan balsam, but we have also delivered management for other species of plants.

Landscaping projects. Installation and maintenance of riparian landscaping projects.

Tree management. All aspects of tree management. Whilst there is a focus on waterways and waterbodies, this may also include the management of trees in green spaces.

River and habitat restoration. Restoring and enhancing natural processes to improve flood risk management and biodiversity. Examples include re-meandering and working to create or restore flood storage areas. Work will include bioengineering solutions and small-scale civils projects

Japanese knotweed management. Specifically, Japanese knotweed management for domestic clients, who largely come via our membership with the Property Care Association.

River and habitat restoration. Restoring and enhancing natural processes to improve flood risk management and biodiversity. Examples include re-meandering and working to create or restore flood storage areas.

Upland and natural flood management. Whilst there is some crossover with river and habitat restoration, the focus here is typically around upland management and restoration. For example, sphagnum moss and tree planting, and the installation of leaky dams.

Vermin Control. For flood risk management and asset maintenance.

Environmental consultancy and business support. Advice, monitoring, reporting and supporting around land/waterway management, ecology, social impact, enterprise and business development.

Ecological surveys. Through our in-house ecologist and associates, we are able to offer a suite of ecological services such as nesting bird, bat, otter, water vole, and newt surveys, as well as the delivery of any recommended interventions.

Community and schools engagement. Commercially-funded community and schools-focused activities. For example, curriculum-linked guided riverside walks and mini-beast hunts paid for by a school.

Our values

Our values set out the sort of organisation we want to be; how we do things and how we engage with others. They guide our thinking, behaviour and decision-making. They should be central to the way we work to achieve our vision.

Sustainability and stewardship – we think long-term.

We take every chance to demonstrate that we are invested in the future of our waterways, by practicing, encouraging and facilitating river stewardship. We think long-term, aiming to: reduce our impact on the environment; leave a positive legacy wherever we work; being imaginative about better ways to do things and to ensure our long-term financial security.

Professional and personable.

We are specialists and experts, professional in our conduct and effective and efficient in our work; but we also know how much our clients and the communities that we engage with, value our human side. We behave in a way that means people enjoy working with us, believe in us and our commitment and feel reassured by our involvement.

Local.

Wherever possible, we will listen to, work with and support local communities and organisations. From community engagement to procurement, we recognise the socio-economic benefits that this brings to projects, clients, places and the people living and working in these areas.

Working in partnership.

We recognise that bigger, better and more joined-up things happen when you work with others – in partnerships, in collaboration or in alliance.

Inspired/inspiring.

We understand and are inspired by the cultural and natural heritage of the places that we enhance and maintain. This drives excellence in service delivery, and we are passionate about sharing this and involving others around our waterways.

Common purpose.

We empower our staff to make the right decisions. We all know what we're accountable for and we stick to the rules. We don't seek to blame but to learn. We are fair and ethical, and act with integrity. We work at pace but collaboratively, building effective relationships. We promote simplicity, innovation and learning to get the best result