



Digital Communications Officer

October 2019

INFORMATION FOR APPLICANTS FOR THE POST OF DIGITAL COMMUNICATIONS OFFICER

Thank you for your interest in being our **Digital Communications Officer**. This pack tells you more about the Ramblers, how we work, and details of the role and the people you'll be working with. It also gives information on how to apply.

About the Ramblers

The Ramblers helps everyone, everywhere, enjoy walking and protects the places we all love to walk. We are the only charity dedicated to looking after paths and green spaces, leading walks, opening up new places to explore and encouraging everyone to get outside and discover how walking boosts your health and your happiness.

Since 1935, the Ramblers have played a crucial role in:

- establishing National Parks;
- establishing the first National Trail, the Pennine Way;
- protecting paths and place them on definitive maps in England and Wales;
- getting access to the countryside, including the Land Reform (Scotland) Act 2003, securing ancient freedoms and the Countryside and Rights of Way Act (2000) which opened up a million hectares of countryside in England and Wales; and
- helping people to go walking on friendly, group walks and with our and quality library of self-guided routes.

We are as relevant today as ever before. Our programmes and activities are many and varied. We provide:

- self-guided routes, including free, short routes for those new to walking;
- led group walks, including free health walks for those who need a helping hand to get started;
- outings, trips away and social events for our members;
- Information and education to the public on places to walk, safety and equipment;
- advocacy and campaigning for a country designed for walking;
- monitoring and inspection of the path network and rights of access; and
- maintenance and upgrading of path network.

Volunteers are at the heart of everything we do. Other than small staff teams in London, Edinburgh and Cardiff, all our work is carried out by volunteers. Some 25,000 work 365 days a year, rain or shine, to deliver our mission.

This is an exciting time to be joining the Ramblers. In 2015, the Ramblers adopted a new vision and strategic framework - we are developing strategies, approaches and plans to help us achieve it. Come and join us and be part of this vital period in our history.

Our vision and strategic framework

Our vision is a country where everyone enjoys the outdoors on foot and benefits from the experience. Over the next ten years, we will focus on three ambitions to help us make our vision a reality:

A country designed for walking

We want everything to be in place in England, Scotland and Wales so we can all enjoy the outdoors on foot and benefit from the experience. This includes great places to walk; a true right to roam and path networks that connect people with communities, history, and nature; we want to ensure the right support from government, society, public and private organisations to help us achieve this. A walking country will enable and motivate more people to walk, as a means of transport, for their health and wellbeing, to help the environment or for the sheer joy of it!

Helping everyone find their feet

Walking can take you anywhere. We want to provide the support and resources everyone needs, regardless of their age, background, fitness or mobility, to enjoy and benefit from walking outdoors. We want to help construct the national and local policies and programmes that give individuals and communities the opportunity to go out and walk, and we want to educate them about how walking can improve their health and wellbeing.

Connecting people through the Ramblers

We want to improve the health and wellbeing of the public by providing our own communities of walkers with the best possible Ramblers experience. This includes leading high-quality walks, facilitating outings and holidays that help people enjoy the best walking has to offer; producing expert resources so people can safely explore the outdoors themselves and connect with nature; and providing tailored support to individuals to help them progress from the sofa to the summits or the city street to the mountain peak.

We will do all this by leading from the front. Over the next ten years we will stand together with the outdoors community, inspire a new generation of walkers and continue to work in partnership to achieve our three ambitions.

Our governance

At the heart of everything we do are our members who support our values and deliver the clear majority of our work by volunteering their time and energy. At our annual gathering, General Council, volunteers elect a Board of Trustees who strategically run the charity on their behalf. Formally we are the Ramblers Association, but we operate as the Ramblers.

Whichever nation they call home, every member who joins us is part of Ramblers Great Britain. Ramblers Scotland and Ramblers Cymru operate independently but within the Ramblers GB family. Areas in Scotland and Wales elect a national council similar to the General Council. These councils elect an executive committee who set the strategic direction and policy for our work in Scotland and Wales. Our GB strategic framework and business plan are supported by equivalent documents for Ramblers Cymru and Ramblers Scotland.

Trustees delegate responsibility for the day to day management of the charity to our Chief Executive and her team.

The team

The Ramblers GB staff team comprises six departments:

The chief executive's office – provides overall leadership to the organisation and makes sure our charity is governed effectively.

Advocacy and engagement – campaigns to bring about change for walkers, raising awareness of the Ramblers and engaging more people in our mission. Responsible for the Ramblers brand and communications.

Operations and volunteering – helps get more people walking more often through member and non-member products and services including group walks, self-guided routes and path maintenance activities; ensures a consistent approach to the management and support of volunteers across the charity.

Data digital and technology – drives change through designing, developing & deploying data and digital capabilities for staff & volunteers and also managing our ICT provision.

Membership and fundraising – understands the needs of our members and supporters to recruit, retain and motivate our members so that we benefit from their loyalty, support and involvement with the charity; leads fundraising activities to enable the charity to remain free to deliver its charitable aims.

Services – provides underpinning infrastructure to support the delivery of our mission, through finance, human resources, facilities and data protection.

There are also teams in Ramblers Cymru and Ramblers Scotland, reporting via their directors, to the chief executive. These teams deliver the business plan for their nation.

As a small organisation with big ambitions, all our work is delivered in a genuinely cross-team, collaborative way. Whichever department you join, you will have the opportunity to contribute to delivering all aspects of our mission.

Whichever team they're in, and wherever based, our staff all have a few things in common – a passion for walking and the outdoors, a love for our volunteers, and a commitment and resilience to make ambitious plans happen in a challenging environment.

The role

At the Ramblers, there is an increasing use of digital channels for an array of communication and marketing purposes, alongside the development of new digital capabilities. We are looking to recruit an experienced individual to enable the delivery of Ramblers digital communications. This is a key role, taking responsibility for the day-to-day management of the Ramblers' communications channels, including social media and e-communications. You will create and deliver engaging and relevant digital content to support Ramblers' campaigns and the development of our brand.

The digital communications officer will play a key role in developing coordinated content planning for the Ramblers, through proactive and reactive opportunities. As the Ramblers social media channels are continuing to grow in reach and engagement, this role will lead on their development. They will also provide crucial copywriting skills for an array of comms.

This role is primarily focused on the digital communications function for the Ramblers and sits alongside another officer whose focus is on the digital marketing function for the organisation. It sits within the wider Ramblers engagement team which also includes media, brand and campaigns.

This is an exciting time to join the Ramblers team and a great opportunity to make a lasting and tangible impact on the future success of the charity.

This position is part of the Advocacy and Engagement Department reporting to the Director of Advocacy and Engagement.

Candidate application information

Initially please refer to the Job Profile (Job Description) below for this role to check that you meet the criteria in the “knowledge, skills and experience” section that are necessary for the job.

Closing date: Midnight Sunday 27 October
Interviews: Week commencing 4th November

This can be e-mailed to recruitment@ramblers.org.uk or posted to:

***Human Resources
Ramblers
2nd Floor Camelford House
87-90 Albert Embankment
London SE1 7TW***

Any applications arriving after this deadline will not be considered for shortlisting unless there are exceptional reasons.

Candidates with disabilities and special needs

Please tell us if there are any reasonable adjustments we can make to assist you in your application.

If you have a disability, which you would like us to take into account, please tell us about this when you apply. Please let us know if we can help and remember that you can request information in large print or in a different format.

Guidance for CV and cover letter submission

Please send an up to date relevant CV including contact details of two referees. Note: - we will not take up references before appointment. Please also complete our Equal Opportunities Monitoring form by downloading from the jobs section of our web page <http://www.ramblers.org.uk/jobs.aspx>

This job pack contains information about the Ramblers, the job vacancy and the person required. You should read these carefully to make sure that the job and conditions are suitable.

It is our intention to appoint the best candidate for every vacancy in accordance with our Equal Opportunities Policy. To do this fairly, within the overall recruitment process at stages throughout the process we will need all candidates to provide relevant information about themselves. This information should be based on the criteria listed in the enclosed person specification and which are regarded as essential to the job.

Providing a covering letter is the most important part of your application. It should be used to tell us how you think you meet the selection criteria listed on the knowledge, skills and expertise section of the job description. Draw particular attention to experience, skills, achievements and knowledge gained in past employment or other activities which are relevant to the job. It may be easier to use headings relating to the requirements detailed in the person specification and demonstrate how you meet them.

Ensure your covering letter is no more than 2 pages long (2 sides of A4).

Equal opportunities

The Ramblers is an equal opportunities employer. Candidates should note that our recruitment procedures are carried out in accordance with equal opportunities principles and selection is based on how well candidates meet the objective criteria, which are stated as the requirements for the job. We welcome applications from individuals regardless of race, gender, disability, age, religion and belief, gender re-assignment, marriage & civil partnership, sexual orientation and pregnancy or maternity

We ask that all candidates for this post complete the Equal Opportunities Monitoring Form available from the job page of our website - <http://www.ramblers.org.uk/jobs.aspx>, which will enable us to monitor the effectiveness of our Equal Opportunities Policy. The information is kept confidentially within the HR Department.

We regret that we are unable to acknowledge receipt of applications, but please telephone the HR Department on 020 3961 3300 if you want to check yours has been received. If you do not hear from us within four weeks of the closing date please assume that you have not been shortlisted.

Job Profile

Job Title: Digital Communications Officer	Responsible to: Communications Manager
Department/Division: Advocacy & Engagement Department	Responsible for: N/A
Contract: An initial 12-month Fixed Term Contract with a possibility for an extension.	Full Time 35 hours a week
Band: 4	Location: Vauxhall, London
<p>Purpose of role:</p> <p>At the Ramblers, there is an increasing use of digital channels for an array of communication and marketing purposes, alongside the development of new digital capabilities. This role is part of a small dynamic communications and digital team. It sits within the wider Ramblers engagement team which also includes media, brand and campaigns.</p> <p>This role is primarily focused on the digital communications function for the Ramblers and sits alongside another officer whose focus is on the digital marketing function for the organisation.</p> <p>The digital communications officer will play a key role in developing coordinated content planning for the Ramblers, through proactive and reactive opportunities. As the Ramblers social media channels are continuing to grow in reach and engagement, this role will lead on their development. They will also provide crucial copywriting skills for an array of communications.</p>	

Key Responsibilities:

1. **Social media** – lead on the development and management of Ramblers social media channels (Twitter, Instagram, Facebook) writing copy, monitoring trends and liaising with other teams on reactive and proactive opportunities. Manage all channels through Sprout social, responding and scheduling content.
2. **Emails** – lead on the development and sending of all external facing emails through Mailchimp. Clash manage, copyright and edit all outgoing emails. Liaise with other teams on the development of content and build emails when necessary.
3. **Website and blog** – copywrite content across the website, supporting the digital marketing officer. Lead on the development of the Ramblers blog, sourcing bloggers and other stories, as part of campaigns and other opportunities. Work closely with the media team on case studies.
4. **Asset library** – supporting the communications manager, lead on developing and reviewing assets for the new Ramblers asset library, and managing the maintenance of the library. Identify need for assets, including video, photo and graphics.
5. **Content planning** – managing the Ramblers comms content planner so that it is up to date and reviewing ongoing comms across the organisation. Identify external opportunities, such as awareness days, on a regular basis as new ways for the Ramblers to increase reach.
6. **Social media influencers** – create a strategy for developing a network of supportive digital influencers, through our social media channels to support campaigns and reach new audiences.
7. **Brand development** – as the Ramblers goes through a brand update, provide support in updating all branded materials and supporting staff, acting as a key guardian of the brand.
8. **Trends and developments** – stay abreast of any developments across the sector, including digital updates and changing requirements.
9. Collaborate with the engagement team on development of campaign, comms and media plans.
10. Work with external suppliers and agencies as necessary.

Knowledge, skills and expertise (person spec)

Essential

- Extensive experience of copywriting for web, email and social media.
- Knowledge and experience of online publishing processes and content management systems.
- Excellent written and verbal communication skills and a demonstrable ability to interpret information for a range of audiences, within brand guidelines.
- Ability to communicate technical content into public facing comms.
- Experience of managing and gathering digital media, including image, video and audio.
- Experience of tapping in to external trends to increase engagement, such as awareness days.
- Ability to identify powerful stories for use across our channels, such as case studies.
- Knowledge and experience of using a website CMS.
- Knowledge and experience of using an e-comms platform.
- Communications experience in the charity sector.
- Experience of coordinating content contributors.
- Visually literate, innovative and creative.
- Ability to work with a wide range of internal and external stakeholders, to facilitate a collaborative comms plan.
- Ability to work under pressure to tight deadlines, managing competing deadlines and priorities.
- A broad understanding of copyright and data protection laws.

Desirable

- Knowledge and experience of Sitecore CMS.
- Knowledge and experience of MailChimp.
- Knowledge and experience of Photoshop and good graphic design skills.
- Experience of using Contentful.
- Experience of video production and editing using Premiere Pro.
- Experience in digital design.
- Experience of working with social media influencers and bloggers.
- Experience of working in a membership organisation.
- A passion for walking and related issues.

Other essential requirements for the role-holder:

Ramblers is a member-led organisation, with the majority of work led by volunteers and all staff are expected to work closely with volunteers and to manage relationships with function specific volunteers.

Every member of staff is expected to show respect to their colleagues, our volunteers and members and to understand and adhere to the following:

- Ramblers Code of Conduct and Values
- Equality and Diversity Framework
- Health and Safety Policy
- ICT Security Policy

The details contained in the job description, particularly the key responsibilities, reflect the content of the job at the date the document was prepared. It should be remembered, however, that it is inevitable that over time the nature of individual jobs will change; existing duties may be lost, and other duties may be gained without changing the general character of the duties or the level of responsibility entailed. Consequently, Ramblers will expect to revise this job description from time to time.

Conditions of employment

PAY

The commencing salary of this role is between **£30,000 and £35,000** depending on experience.

Cost of living increases are normally applied, subject to approval, in October each year for staff who have completed their probationary period. Salaries are paid on the 28th of each month via bank credit transfer.

We do not pay a separate allowance to homeworkers.

WORKING HOURS

The working week is currently Monday to Friday, 35 hours per week. These may be varied by agreement with your line manager. For some roles, there will be occasions when these hours are exceeded for example some weekend working or a requirement to attend evening meetings. In such circumstances and in agreement with your line manager you may take reasonable time off in lieu. Overtime is not paid.

TRAVEL

For some roles, there is a requirement to travel across the nations and to regional offices (Cardiff and Edinburgh). There may also be, on occasion, the need for overnight stay. Reasonable travel and hotel expenses may be reclaimed using via Ramblers expenses procedures

LEAVE

Annual leave is 25 days per year plus paid holiday on statutory and other public holidays, this is pro rata for part time staff and staff on fixed term contracts. The Ramblers' office is

closed on statutory holidays and from 24 December to 01 January inclusive. The office is also closed on 23 December when that day falls on a Monday; and on 02 January when that day falls on a Friday.

PENSION SCHEME

All staff will automatically be enrolled into a Group Personal Pension Scheme as part of our requirement to meet automatic enrolment legislation. According to the statutory requirements from April 2019, employees will see 5% of their earnings going to their workplace pension. In turn, Ramblers will be obliged to add a contribution that is the equivalent of 3% of your earnings.

In addition, Ramblers currently offer a higher level of contributions at 6% of your basic salary, provided employees contribute at least 5%.

PROBATIONARY PERIOD

All new employees will be required to undertake a period of probation for six months, in which time you will be expected to establish your suitability for the post. At the end of this period and subject to a satisfactory performance you will be transferred to the established staff.

RAMBLERS MEMBERSHIP

All staff on joining get free Ramblers Membership. This gives you access to hundreds of group led walks every week, Ramblers Routes online library as well as four issues of Walk magazine a year. In addition you will be entitled to a host of membership discounts and offers.

TRADE UNION MEMBERSHIP

The Ramblers recognise the Union Unite. The Union has sole consultation rights within Ramblers for terms and conditions of employment and other matters concerning staff. The Ramblers encourages all employees to join the union.

FLEXIBLE WORKING

After 26 weeks continuous service, Ramblers will consider applications for flexible working arrangements.

The Ramblers will enable as many jobs to open to job sharing as is operationally practicable.

SEASON TICKET LOANS AND CYCLE TO WORK

The Ramblers operate a season ticket loan and cycle to work scheme (available after 3 months service).