**Job Title:** Marketing and Communications Officer

**Department:** Marketing and Communications

**Reports to:** Head of Marketing and Communications

**Primary Objectives**

* Play a key role in developing the Ocean Conservation Trust (OCT) as the leading Ocean conservation charity in the UK, by developing, planning, and delivering an exceptional communication and marketing programme for the behaviour change and habitat restoration focus of the OCT.
* Support the Head of Marketing and Communications Officer to drive the strategic objectives of the OCT by championing conservation messaging and campaigns to a national audience, with a focus on the OCT’s core programmes – Habitats, Advocacy and Experiences.
* Adhere to the core values of the OCT – Positivity, Respect, Integrity, Diversity and Engagement.

**Duties**

**Marketing Activity**

* Manage and develop marketing campaigns that drive awareness and loyalty of the Ocean Conversation Trust and work to elevate the brand as the go to ‘voice of the Ocean’.
* Coordinate the planning and delivery of the marketing elements of behaviour change campaigns, including developing a clear narrative, and coordinating/creating materials needed to support the campaigns and reach a national audience.
* Research and analyse data to identify and define key audience segments.
* Use research findings and analysis in future campaign and marketing projects, new products or services, and overall marketing strategy.
* Monitor all marketing and sales performance for all OCT Marketing campaigns, events and experiences, adjusting strategies as needed.
* Report on progress and success of campaigns.
* Work with the Multimedia Content Officer to create inspiring social media content that shares our campaigns and promotes calls to action.
* Answer media enquiries and draft responses on behalf of the OCT.
* Aid in the preparation of press releases as opportunities arise and coordinate OCT media and public relations with the support of the Communications Officer.
* Work with the OCT team and external agencies to plan, brief and deliver PR for conservation projects across the organisation.
* Maintain and update the OCT website with relevant content, including writing blogs.
* Coordinate conservation communication and marketing materials including flyers, posters and online collateral.
* Create and deliver monthly e-newsletters to members/donors/supporters as well as a monthly internal staff newsletter.
* Working closely with the Head of Marketing, manage and grow the OCT Ambassadors and Ocean Advocates programme.
* Identify opportunities to engage, empower and expand OCT supporters and members with campaign activities, keeping inclusivity and diversity in mind.
* Charity and Conservation Communications
* Work closely with colleagues to ensure the OCT brand is embedded across all communication activity, ensuring consistent brand use.
* Support the team to act as brand champions across the organisation and externally.
* Be involved in strategy, planning and delivery for all communications of the OCT and its work.
* Work with the Head of Marketing and Communications and Communications Officer to drive improvements in engagement, knowledge and encourage behaviour change regarding Ocean conservation for a wide range of audiences.
* Build understanding of and support for the charitable work of the OCT through communications activity, both internally and externally.
* Research areas of marine science and horizon scan for up and coming national and global conservation issues and campaigns.
* Work closely with the Head of Ocean Habitats and Restoration to champion the habitat protection and restoration work the OCT delivers. Be involved in the strategy, planning and delivery for all communications related to the Habitats Programme.
* Work closely with the Head of Ocean Advocacy and Engagement to champion conservation and engagement activities. Be involved in the strategy, planning and delivery for all communications related to the Advocacy and Experiences Programmes.
* Work alongside the Communications Officer to deliver all aspects of the OCT’s communications activity.
* Provide communications support to maintain positive relationships with corporate partners and members.
* Be a key contact for the OCT Grants Projects and their promotion.

**Fundraising**

* Work closely with the Head of Fundraising to provide communications support for fundraising activity.
* Work with the Head of Fundraising to deliver online appeals and grow the supporter database, generating income from both existing and new donors.
* Help build positive relationships between OCT and its donors to maintain and build financial support.

**General**

* Assist with office tasks relevant to the Marketing and Communications team including, answering the telephone, dealing with post and ordering supplies.
* At all times behave in a safe and responsible manner in accordance with company Health & Safety policy and the requirements of Health & Safety legislation relating to your responsibilities and to promote and act in the employer’s best interest.
* Undertake training as deemed appropriate to your role.
* Adopt a flexible approach to working hours to ensure the viability of the charity.
* Participate in extraordinary duties as required.
* Carry out other activities as appropriate on the instruction of the Senior Management Team.